

**Job Description**

<b>Title:</b>	Associate Consultant
<b>Directorate:</b>	Research & Insight IC
<b>Responsible to:</b>	Head of Research and Insight
<b>Location:</b>	London with occasional travel

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**OVERALL PURPOSE**

Act as the representative for The Institute's Insight Consultancy arm, project managing all IC research projects by allocating to appropriate outsource partners, whilst also delivering projects in house as and when required. Working with the Client Relationship Director teams to identify opportunities and secure business. Managing and developing processes, proposals, contracts and undertaking project administration ensuring output is aligned to the Standards and Quality required by The Institute. Manage relationships with suppliers to ensure member client objectives are met.

**RESPONSIBILITIES:**

- Identify members' objectives and requirements for research and insight projects through r briefing calls/meetings
- Identify RFP opportunities that can be fulfilled by The Institute's research and insight proposition
- Lead on project management for small studies, including management of internal & external resource and work with other team members, on larger, more complex studies
- Devise creative solutions to deliver desired project outcomes for members , covering the full project lifecycle, including but not limited to methodology, outputs and action planning
- Be the main point of contact for assigned members on project-related matters whilst managing all aspects of project lifecycle, from initial set-up and scheduling, to liaising and negotiating with internal and external fieldwork suppliers, to delivery of output to clients
- Manage relationships with suppliers to ensure member clients' objectives are met
- Act as the team lead on development and implementation of appropriate quantitative and qualitative methodologies
- Manage and deliver discussion guides and other qual materials based on the members outline (challenging as required, advising on content and structure / sense checking / formatting / ensuring guidelines are met)
- Deliver on conducting IDIs/ focus groups or other qual research methods with support from other team members where needed

- Deliver on analysis of qualitative data with support from external suppliers where needed
- Develop, manage and shape quant questionnaires based on scoping discussions with clients
- Lead on checking of top line data and reports in Excel, Qualtrics and other quant analysis tools.
- Manage and shape the design of qualitative and quantitative outputs, thinking of creative solutions to translating data into actionable insight.
- Support in business development through helping with proposals or pitches
- Assist in developing costed proposals and contracts for suppliers and member clients
- Pro-active, clear and timely communication of project progress both internally and externally

**PERSONAL DEVELOPMENT**

It is your personal responsibility to ensure that your own professional knowledge and job skills are fully up-to-date at all times, your line manager and The Institute are committed to support your personal development and actively encourage you to actively engage with the annual personal development plan.

The role holder is required to perform related duties as required. This job description does not necessarily include every responsibility, requirement or skill associated with the role. It is intended to reflect the role currently and the manager and role holder will revise the job description as necessary to ensure the needs of the Institute and its customers can be met.

**PERSON SPECIFICATION**

<b>Competencies</b>	
1. Delivers results	C
2. Customer focused	C
3. Teamworker	C
4. Communicator	C
5. Planner and organiser	C
6. Analyses problems and makes decisions	C
7. Perseveres to overcome obstacles	C
8. Innovator/drives change	C
9. Develops self and others	C
10. Builds credibility and trust	C

**Essential criteria**

- Candidates must have experience of working in agencies or client-side in areas such as:
  - Customer insight and research
  - Customer experience
  - Business consultancy
  
- However, as important as their experience, the right candidate will have a visible passion for understanding people and behaviour in the context of customer experience. They will be able to demonstrate their ability and focus to help clients achieve their research and insight objectives. They will have a hunger to challenge the status quo in the research world, and an ability to fulfil a diverse role in a dynamic and fast-paced environment. They will be an independent and critical thinker with the ability and confidence to get their points across in different settings. We are particularly interested to hear from candidates with:
  - A deep curiosity and passion for understanding customers in order to improve their experience of dealing with organisations
  - A belief in the business value of improving service and customer experience
  - Excellent research and analytical skills
  - Excellent communication skills both oral and in written work
  - Effective relationship management with sales teams, clients and suppliers
  - High levels of literacy in typical software applications such as excel, powerpoint, Qualtrics
  - Candidates must be:
    - Creative
    - Problem solver
    - Independent
    - Hands on, i.e. must be able to work within a SME organisation.