



## JOB DESCRIPTION

job title           **RESEARCH MANAGER (MATERNITY COVER - initial 6 months contract)**

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The Audience Business' Research Manager is responsible for the effective delivery of our market intelligence and research services, including consultancy. The role demands a pragmatic mix of project management, research delivery, hands-on data analysis, and client reporting.

Maternity cover is required to ensure, as a minimum, the on-going delivery of our *core* research and market intelligence activities. Whilst welcoming applications from suitably experienced individuals, we would also consider applications on a job share / freelance / collective basis to ensure that the fundamental outputs of project management, hands-on research, and reporting are all addressed.

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## MAIN DUTIES

### 1. (i) **Service delivery (core)**

- ⌘ Primary responsibility for TAB's **on-going survey of subscriber's box office data** (using Purple Seven's *Vital Statistics* software) - including the collation of data reports, analysis and interpretation, report writing and dissemination/presentation of findings.
- ⌘ **Analysis of research findings, writing and collating reports** – working with colleagues and external consultants to ensure that findings, conclusions and recommendations provide maximum benefit to clients.
- ⌘ **Hands on delivery of qualitative and quantitative research**, including questionnaire design (telephone interviews, paper and online surveys, focus groups, depth interviews, on-street surveys).
- ⌘ **Bespoke data profiling and analysis**, with particular reference to MOSAIC, Area Profile and ONS data.

### 1. (ii) *Service delivery (additional)*

- ⌘ *Respond to both internal and external requests for research data / information and provide tactical advice on research projects.*
- ⌘ *Scoping and delivering secondary research projects.*

### 2. (i) **Project management (core)**

- ⌘ **Project manage all quantitative and qualitative research projects**, including sub-contracting some elements to external suppliers and consultants, and undertaking elements of each project personally (both as appropriate).
- ⌘ Sub-contract, recruit and manage fieldworkers as required.

- ⌘ Ensure that appropriate contracts (including fees, costs, terms and conditions) have been agreed and signed off by both TAB and the client before work on any given project commences.

## **2. (ii) Project management (additional)**

- ⌘ *Work closely with the General Manager on budgetary control for all research projects, including establishing appropriate and competitive rates for all TAB's research services.*
- ⌘ *Maintain productive working relationships with key suppliers (eg. Experian, Purple Seven) and professional networks.*
- ⌘ *Work closely with the General Manager to ensure all TAB's contracts, services and projects adhere to Data Protection legislation.*
- ⌘ *Ensure that all members of TAB team understand and adhere to client confidentiality agreements.*
- ⌘ *Ensure that TAB's ownership / copyright of reports and publications is respected and enforced where necessary.*
- ⌘ *Ensure TAB observes the 'Code of Conduct' of the Market Research Society and 'Qualitative Recruitment Best Practice' as outlined by the Association of Qualitative Research (ref. [www.mrs.org.uk](http://www.mrs.org.uk) and [www.aqr.org.uk](http://www.aqr.org.uk)) at all times.*
- ⌘ *Recruit and manage audience panels, as appropriate.*

## **3. (i) Client relations (core)**

- ⌘ Plan robust methodologies and write up research proposals for clients and/or in response to tender documents, consulting TAB team and others as appropriate.
- ⌘ Work with colleagues to prepare and present pitches to existing and prospective clients.
- ⌘ Liaise with clients and subscribers on behalf of TAB (the Research Manager is the primary contact for research queries and project proposals).

## **4. (i) Strategic development (additional)**

- ⌘ *Contribute to the dissemination of primary and secondary research findings to stakeholders, subscribers and to the wider arts community, through (i) the production of papers, reports, publications, etc., (ii) attendance at relevant presentations and events through the year, and (iii) wide-ranging reading of articles, digests, printed reports and other publications.*
- ⌘ *Maintain an archive of TAB's research material, and ensure e-versions are available as appropriate via TAB's website. This includes TAB's own research reports as well as relevant articles and publications from external sources (including subscribers and stakeholders).*
- ⌘ *Actively seek new research opportunities for TAB, and ensure that all promotional and explanatory material is clear and up-to-date.*

## **5. In addition**

- ⌘ Undertake any other duties which may be reasonably delegated by the Chief Executive – all staff are expected to attend company and subscriber events, and to prepare regular project updates for internal reporting purposes.

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## **PERSON SPECIFICATION**

### **Knowledge**

- ⌘ The postholder will be expected to have specific knowledge and understanding of quantitative and qualitative market research techniques, from preliminary planning through to analysis and final reporting.

- ⌘ Candidates must demonstrate sympathy with the objectives of The Audience Business, and an empathy with the environment in which arts organisations operate.
- ⌘ An understanding of the arts environment, and computerised box office systems in particular, is desirable.

### ***Experience***

The postholder should be able to demonstrate practical market research experience across a varied range of clients as follows:

- ⌘ market research techniques (quantitative and qualitative - previous experience of SNAP software is desirable)
- ⌘ analysing data and statistics (previous experience of Vital Statistics software is desirable)
- ⌘ presenting complex findings in a clear report format
- ⌘ excel (previous experience of MapInfo an advantage)
- ⌘ project management, including budgets and client liaison.

### ***Education and Training***

The postholder will have a degree or equivalent professional qualification. Computer literacy is essential.

### ***Personal Qualities***

The postholder should be a confident professional, able to work on their own initiative, and as part of a team. They need to be an excellent communicator (written, verbal and presentation skills), good with people from all walks of life, have good data interpretation skills, and be an enthusiastic team worker. They must be able to manage several projects concurrently, to prioritise a varied workload, and to work flexibly under pressure to meet deadlines.

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## **ACCOUNTABILITY**

The Research Manager (Maternity Cover) reports to the Chief Executive.

## **CONTRACT**

The post is offered on a full time (35 hours per week) basis for an initial period of six months months. After a 6 week probationary period, there will be two months notice on either side for termination of the contract.

Ideally, the postholder will be based within easy travelling distance of Edinburgh city centre, although The Audience Business is happy to support flexible and home working when appropriate. Certain projects may require the postholder to work outside normal office hours.

## **SALARY & HOLIDAYS / FEE**

The fee/salary for this post is in the region of £25,000 pro rata depending on experience. Holiday entitlement is 25 days plus public holidays pro rata, taken between 1 April and 31 March each year.

The Audience Business strives to be an equal opportunities employer.

*January 2010*