



# Senior Research Executive/Research Manager

## Job Description

Accent is an award-winning full-service research agency which handles major qualitative and quantitative studies for a wide variety of high-profile clients. With offices in London and Edinburgh, it offers a variety of approaches and is a market leader in the use of stated preference.

Accent's broad expertise positions it at the forefront of market research and the company provides valuable, strategic research solutions across a range of sectors, including being one of the UK's leading insight agencies in the utilities and transportation sectors. It also has a significant presence in central and local government and in the travel and tourism, healthcare, postal and financial services sectors.

Accent specialises in the use of the stated preference technique, a particularly robust form of conjoint research used for prioritisation, new product development, willingness to pay and market share studies.

Every member of the team has the opportunity to work on a variety of projects and proposals, creating an interesting, challenging and rewarding working environment where the ongoing exchange of ideas is actively encouraged.

Accent is a growing company and is widely respected for the quality of its work, both of which are achieved through the dedication and camaraderie of its team.

Benefits include:

- 25.5 days leave pa plus additional service-related leave to a maximum of 30 days
- company contributory pension scheme
- flexibility between working from home and in the office (including a mix)
- training.

It is Accent's policy not to discriminate on the grounds of age, sex, sexual orientation, gender reassignment, marital status/civil partnership status, pregnancy/maternity, race, religion or belief, or disability.

Accent is looking to expand its team of project managers. The successful candidate will have at least two years' experience in research and will preferably have insight experience in the utilities or transport sectors.

Knowledge of social media approaches would be useful.

The successful applicant will need to demonstrate a creative approach to research briefs and a natural, confident, and fresh communication style. In addition, an interest in undertaking both qualitative and quantitative work would be beneficial.

The role itself will encompass all the elements set out below. A sound knowledge of, and ability to undertake, a range of the following immediately upon joining will be very useful although full support and any necessary training will be provided:

### Proposal Management

- meeting with clients where appropriate
- writing & costing proposals
- liaising with proposal directors, field departments, data processing and analytics teams
- presenting proposals to clients when necessary
- ensuring proposals conform to house style and ISO20252 requirements.

### Project Management

- managing project teams
- liaising with project directors, appropriate internal teams, sub-contractors etc
- liaising with clients
- ensuring projects are undertaken to timescale and budget
- designing questionnaires/topic guides and other project materials and testing them
- briefing interviewers/recruiters
- developing data/tab specs for DP team and analysing data
- preparing and giving presentation(s)
- writing final reports
- ensuring all project management and materials conform to house style and ISO 20252 requirements.

### Other

- writing Expressions of Interest and PQOs
- taking strong role in sales activity
- undertaking depth interviews and potentially focus groups.

Salary negotiable and based on experience.

To apply: please email your CV and a one page covering letter to [rob.sheldon@accent-mr.com](mailto:rob.sheldon@accent-mr.com)