

Research Manager - Qualitative

Department: Qualitative
Location: Suite 302, Cayan Business Centre, Tecom 3, Dubai
Reports to: Qualitative Research Director/Associate Research Director
Hours: Full Time (40hrs)

Overall objective

The Research Manager's primary role is to independently manage several projects simultaneously from A-Z (across a variety of sectors, objectives and project types). In comparison to more junior positions, RMs manage all project aspects with little guidance and play a more hands-on consultative role with clients. Furthermore, they show understanding of the bigger picture commercial/business aspects of the organization as well as play an active role in business development and team development/mentoring.

Key Responsibilities

Business development

- Proactively look to develop business both with existing clients as well as with new potential clients
- Take the lead in writing proposals and contributing new ideas, constructively challenge the client brief and offer solutions – write sound and effective proposals independently
- Take the lead on delivering credentials presentations and presenting proposals to clients
- Effectively cost projects and different project components with minimal guidance and while maintaining acceptable financial margins

Project design

- Take client briefs independently and understand what information is required from clients for proper project design - demonstrate ability to confidently and competently challenge the client brief and make recommendations to clients
- Independently design complex studies – be able to confidently identify/recommend optimal methodologies and sampling frames to meet client objectives
- Produce effective discussion guides for more complex projects independently (for offline and online projects) – including appropriate questions and techniques in order to meet the research objectives

Project management & client servicing

- Co-ordinate and manage several projects simultaneously from A-Z (small, medium and large)
- Be the key client contact and person responsible on any given project – to liaise effectively with clients and collaborators, keeping them informed of project progress and building relationships
- Draw up schedules for all aspects of each project and ensure that they are issued and agreed by all relevant personnel, notifying people immediately of any changes
- Delegate appropriate tasks to more junior staff and supervise the execution of these tasks. Supervise/take responsibility of all members of the project team
- Be aware of the screening and recruitment process (when delegated to junior staff members)

Moderation

- Take the lead on moderation of all projects – from simple to complex across a variety of methodologies and study objectives/project types

Analysis & reporting

- Lead de-briefing/brainstorming workshops following fieldwork to fuel the analysis process and help more junior colleagues improve their analysis skills
- Demonstrate real intuitive insight, not superficial reportage, ensuring analysis and interpretation of results fulfils clients' core objectives
- Be proficient at independently interpreting data and writing insightful reports that make actionable, business-oriented recommendations
- Present findings to clients independently with confidence
- Work collaboratively with colleagues to ensure the proper high-quality integration of qual-quant work

Online qualitative (additional responsibilities)

- Understand and be able to explain to others, online qualitative software and how to run projects online
- Understand and be able to explain to others, online panel recruitment and work effectively with the quantitative team to check feasibility of online recruitment and conduct online survey screeners

Subject knowledge

- Gain a deeper understanding of a sector – develop a 'specialty'/areas of expertise
- Be familiar with ESOMAR standards and protocols
- Undertake training courses as required for further development

Personal & team management & development

- Build a strong working relationships within the team, and with the different operational departments to ensure smooth project execution
- Take an active role in mentoring and training more junior members of staff – through working closely with them, delegating tasks, offering support, brainstorming with them, reviewing written work, etc.
- Serve as the line manager for more junior staff members, taking responsibility for their growth and development (where applicable for more advanced RMs)
- Take personal and proactive responsibility for own development

Skills required

- Excellent interpersonal skills – ability to positively interact and communicate with a variety of personalities and nationalities
- Organized with great project management skills and attention to detail
- Ability to deliver results, meet deadlines and manage time effectively
- Excellent written, oral and electronic communication skills in English and ideally Arabic – clear and organized writing style with a good working knowledge of English grammar and spelling a must as well as the ability to synthesize complex findings into clear research stories
- Strong computer and Internet skills
- Excellent command of Microsoft Suite, especially PowerPoint and Word
- Excellent critical thinking and problem solving skills
- Problem-solver - ability to solve problems in a rational, clear-sighted way
- Ability to plan and execute multiple tasks - prioritizing effectively and meeting deadlines

Personal attributes

- Takes initiative, proactive – 'take-charge' attitude
- Disciplined, focused
- Curious and open-minded about the world and passionate about research, learning and psychology

- Loves technology and is not afraid to explore and work with new systems
- Creative and entrepreneurial – loves to think about and offer new ideas
- Positive and pleasant disposition
- Professional behaviour and attitude
- Flexible – willing to work later hours and overtime when required

Experience required

- 3-5 years qualitative research experience
- Ideally trained from within a good qual agency (agency-side experience)
- Commercial understanding of sectors
- Be able to manage simultaneous projects (including online, offline, international and multi-mode projects)

Education and qualifications

- Educated up to at least degree level
- Desire to build a career in a marketing related field

Career advancement

To be considered for the next level (AD), the RM must have:

- Demonstrated an ability to offer strategic direction to key clients through research projects conducted
- Managed key accounts playing a consultative role with key clients and building strong consistent relationships with them
- Proven an ability to obtain and retain new clients, building business for the organization
- Proven an ability to delegate effectively
- Begun to actively mentor and develop more junior team members
- Demonstrated a solid commercial/business understanding through participating in key (and potentially difficult) business decision-making processes

To apply please send your CV and cover to Saqi.Sheikh@yougov.com