Job Description

Job Title	Consumer Insights Researcher	Date	March 2013
Department	Consumer Insights	Type	Full time
Reports to (title)	Consumer Insights Manager		

Purpose
Conduct research and develop insights to support consumer rights campaigns, the production of published content and assist in management decision making.

Primary Focus – Responsibilities/Activities	Estimated Annual Time
Work with internal stakeholders Consult with stakeholders throughout projects from briefing through to analysis, including reviewing articles and media releases prior to publishing/release to check for accuracy and interpretation in the use of research information.	15%
Design research methodologies and questionnaires Design research method (develop proposals, provide quotes) to meet the needs of the brief and design appropriate data collection tools (questionnaires and discussion guides).	20%
Online research set up and management Support the set up and testing of online surveys (using SurveyMonkey and QuestionPro) and online qualitative research.	10%
Coordinate and project manage research programs Including managing project stages to agreed schedules, overseeing the data collection process, preparing customer lists, being the point of contact for participant queries, following up actions, coordinating meetings, building relationships and being the day to day contact for external suppliers.	25%
Analyse, interpret and report Determine appropriate analysis, analyse quantitative research data in SPSS and Excel and design and develop reports and presentations using MSOffice Word, Excel and PowerPoint, including developing insights.	30%

Role in Business Process	
Results	The role is accountable for aiding acquisition and retention by generating research and insights for the use of Content, Campaigns and Management that is: • high quality • timely • meets budget • fits our strategic objectives • maximises customer engagement
Position Scope	The Consumer Insights Researcher is responsible for contributing to and managing the development, implementation, analysis and communication of research to meet the needs of Content, Campaigns and Management.

This description has been designed to indicate the general nature of work performed by employees within this position and in no way limits the Company in allocating additional accountabilities to the role. The actual duties, responsibilities, and qualifications may also vary based on assignment or group.

Strategy and Development	The Consumer Insights Researcher is accountable for the end to end management of research projects, ensuring they deliver as agreed. They are also responsible for applying established processes and templates and for providing expert advice to the organisation regarding research related queries.
Decision Making	The Consumer Insights Researcher is responsible for decisions related to the day to day management of research projects, appropriate dealings with members, internal stakeholders and external suppliers. This position is responsible for developing and recommending research design, quotations, data collection tools, analysis and reporting plans to the Consumer Insights Manager.
Communication /Business Relationships.	Regular communication with internal stakeholders (Content, Campaigns, Management) to determine the direction, day to day management and outcomes of projects. Co-ordination and communication between departments and communication and relationship building with external suppliers will be required.
Fiscal responsibilities	The position will require estimating project costs and ensuring projects meet estimated budget - as agreed with the Consumer Insights Manager.

Position Profile	
Experience (min. requirement)	4-5+ years of related experience
Requirement	Experience in designing, implementing, managing, analysing and reporting on research for a client or agency.
Education & Training (min. requirement)	☐ HSC ☐ Diploma ☒ Degree ☐ Master's Degree ☐ Professional Training / Certification ☐ Other
Education & Training Field(s)	Degree in Psychology, Marketing, Statistics, Social Science or a related field

Knowledge, skills, and abilities	<u>Knowledge:</u>
	• The suite of research methods (both quantitative and qualitative) and when each is appropriate and why
	• Quantitative data analysis techniques (when to apply them, what output they produce and how it is interpreted)
	• Issues with management of data collection (sampling, respondent needs, privacy, quotas, weighting)
	• Appropriate methods of data collection including principles and practice of questionnaire design
	• Knowledge and experience in identifying key themes and insights from research data
	
	<u>Skills</u>
	• Track record in planning projects and managing time to:
	  ○ deliver to agreed quality standards
	  ○ meet deadlines
	  ○ manage multiple projects simultaneously
	  ○ work under pressure
	• Skilled in understanding and working with numeric data
	• Excellent written and verbal communication skills – especially communicating complex issues in simple ways
	• Advanced skills in:
	  ○ Excel
	  ○ PowerPoint
	  ○ Word

	• Intermediate skills in SPSS
	• Basic skills in web based survey programs:
	  ○ SurveyMonkey
	  ○ QuestionPro
	
	<u>Abilities</u>
	• Excellent attention to detail
	• Able to think analytically and critically
	• Can quickly understand and assimilate new information
	• Able to understand an issue from multiple viewpoints (e.g. CHOICE, customer, consumer, colleagues, industry)
	• Can identify knowledge gaps and will proactively seek to fill them
	• Can work within a team collaboratively
	• Able to work independently when required

CHOICE Organisational Values	Our organisational values shape the way we work. All CHOICE staff need to demonstrate the following values: • Open & Honest • Mutual Respect • Simplicity & Clarity • Can Do • Inquisitive As an organisation, CHOICE delivers: • Excellence • Trust • Independence • Integrity