

Role profile

Role Title	Market Research Manager
Salary Grade	4 / Civil Service Grade SEO
Business unit	People & Strategy
Reporting to	Head of Market Intelligence & Research
Date produced or updated	23 November 2018

Purpose of Role

To deliver market research that supports the implementation of NS&I's Inspire & Invest strategy. The role holder will build and maintain relationships with teams across NS&I and deliver tailored market research activity that aligns to their strategic goals.

Key responsibilities

Business partnering / Internal Customers

Build and maintain strong relationships with allocated internal customers. Absorb and understand the needs/wants of your internal customers. Develop and deploy market research activity (either ongoing or ad hoc) to create actionable insight which can be used to assess/support/evaluate planned activity.

Act as a role model in building the profile of research and its importance across the business.

Act as an internal source of expertise and advice on the role and provision of research in corporate problem solving and decision making.

Raise the overall profile of 'customers' throughout the business. Help the business become more customer aware & focused through building up an understanding of customer needs.

Collaboration with Atos and other partners

Responsible for commissioning and quality assuring work delivered by Atos and other partners which fall within your business remit.

Work collaboratively with partners on these joint research projects, ensuring that insights are shared between all parties and combined recommendations are made where projects overlap.

Research insight provision

Proactively scope, plan, produce and evaluate research within for your allocated internal customers.

Respond to requests for research or information from your customers and demonstrate to potential customers where the Research Team can add value in supporting NS&I's strategy.

Develop and manage the implementation of the research plan for your internal customers.

Manage the market research process for each of your projects; making sure that information required is gathered efficiently and disseminated in an effective way; by ensuring that:

- The most appropriate methodologies are used, in order to deliver fast answers to business questions
- Research methodologies are continuously reviewed and new digital methodologies are being implemented where possible.
- Research deliverables are as concise as possible and the insights and recommendations provide significant value to aid business decision-making. Each deliverable should include a

clear summary of insights and recommendations. Look to use new technology/mediums to refine and make research outputs more accessible to internal customers.

Research budget and supplier management

Co-own with the other Market Research Manager the research budget to ensure that it is spent in the most effective manner and monitored throughout the year, including the completion of accruals and helping develop and present the annual budget requests for research (both strategic and non-strategic).

Act as the buyer of research services where needed for your internal customers.

Manage the relationship with relevant research suppliers, ensuring that business beneficial relationships are developed and maintained.

Manage the briefing of research suppliers for your projects and address work and cost negotiations as required.

Team management

Responsible for managing, developing and coaching a line report within the team.

Identifying developmental needs and opportunities to develop the skills within the research team, as well as facilitating team members to use the skills they hold.

MRS compliance

Responsible for ensuring that all market research conducted in the name of NS&I, within your business remit, is conducted in-line with professional standards (i.e. MRS Code of Conduct).

Relationships

Please list the jobs and areas with which the post interacts. This should show internal and external relationships.

Internal	External
Allocated internal customer list To view other non-current market research customers as potential customers	Atos staff at various levels All staff at externally appointed research agencies All staff at appointed published information & data providers Staff at marketing and creative agencies Staff at potential partners Any appointed consultants Customers Other government departments especially ONS and CO

Person specification

Essential qualifications, experience and technical knowledge

Essential qualifications

A degree qualification, preferably in a numeric discipline or equivalent by experience

Essential experience

Experience of managing and delivering research projects within a commercial setting (preferable Financial Services).

Experience of a variety of research methodologies and the ability to accurately analyse and interpret research findings, and apply them to a business setting.

Experience managing a portfolio of internal customers

Experience working with, and managing relationships with research agencies.

Experience of presenting to all levels.

Essential technical knowledge and skills

Knowledge and experience of a wide range of current and emerging (market) research techniques.

Ability to conduct data analysis using specialist statistical tools such as SPSS.

Knowledge of statistics techniques (basic and advanced).

Good planning & organisational skills.

The ability to work with suppliers and clients.

Good communication skills.

The ability to manage projects and staff.

Desirable qualifications, experience and technical knowledge and skills

Market Research Society full member; MRS Diploma

Post-graduate qualification in a research based topic.

Budgetary experience.

Advanced PowerPoint, Word and Excel skills.

Coaching and mentoring of staff.

Behaviours

We'll assess you against the behaviours in the Civil Service [Success Profiles](#) framework.

In this role, the following behaviours are key to success.

Making Effective Decisions

Working Together

Managing a Quality Service

Leadership

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