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Insight Manager (Full Time)

Grey Street, Newcastle upon Tyne

Salary £30K

(dependent upon experience)



Job Summary

The Insight Manager is responsible for the management and delivery of research projects, with a primary focus on quantitative methodologies and support for qualitative work as required. The postholder will support project management accounts to ensure these are designed, implemented and reported accurately in line with client requirements.

The Insight Manager will provide support to new client management activities such as contributing to business development tasks such as tender preparation and client presentations.

The role includes informally supporting project & business colleagues with project work, planning and contributing to training and ongoing development.



Overview of key responsibilities

Project Management

- Lead and manage quantitative research projects, ensuring delivery is accurate, timely, and aligned with agreed client requirements, while maintaining effective communication and managing client expectations throughout.
- Support account management by contributing to the development of clients, assisting with the preparation of proposals, designing questionnaires across appropriate methodologies to ensure projects meet agreed objectives.
- Prepare reports and presentations based on project data, and review outputs produced by colleagues to ensure accuracy, consistency, and adherence to internal quality standards.
- Oversee project resourcing and budget planning, ensuring that staff and other resources are allocated effectively to meet project demands. Monitor timelines and adjust plans as needed to maintain accurate delivery in line with agreed client requirements.
- Work with project managers to promote best practice in the quality control of all fieldwork and ensure all ISO quality and GDPR procedures are adhered to across the business
- Work in a flexible manner, adapting to changing demands of the client, fluctuations in workload and to support the wider team

Specialist Quantitative Expertise

- Analyse statistical data using tools such as Askia, SNAP, and Power BI to identify key trends and provide results aligned with research objectives and budgetary requirements.
- Interpret data to deliver clear, actionable insights and recommendations to clients.
- Maintain and develop expertise in quantitative software and research techniques, ensuring best practice in project delivery.
- Contribute to growth by identifying opportunities for innovation in insight delivery and supporting Associate Directors / Partners in developing new and existing client relationships.

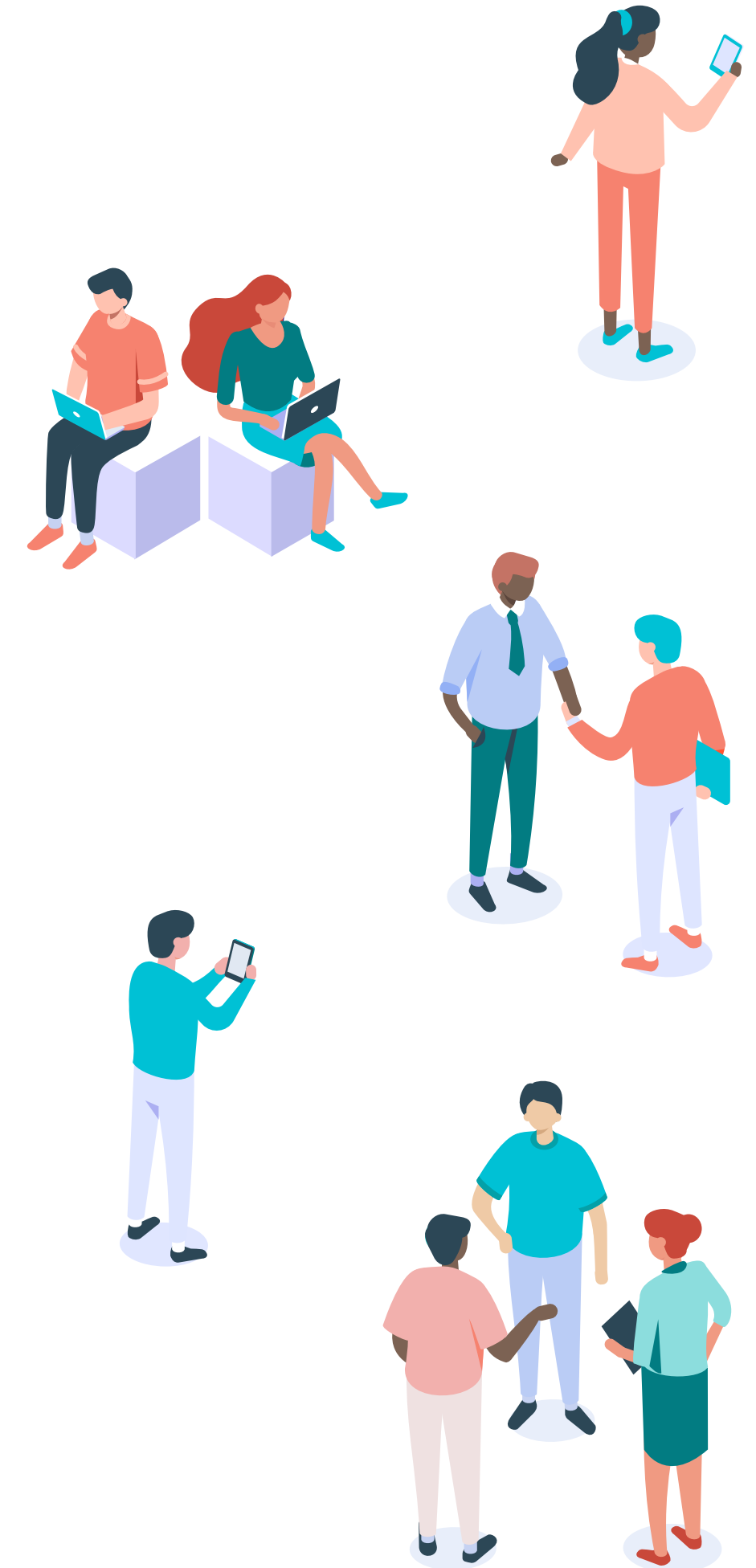
Qualitative Research

- As and when required, support and contribute to the analysis and interpretation of qualitative findings to provide clear, actionable recommendations and for clients.
- A comprehensive understanding of the software and research techniques used in qualitative research projects
- Contribute to growth by identifying opportunities for innovation in qualitative insight delivery and supporting senior colleagues in developing new and existing client relationships.

New Business Development

- To work with the team assisting in the preparation of quantitative, qualitative and mixed qual/quant tenders and project proposal

This job description is a guide to the principal responsibilities of the role and is not intended to be an exhaustive list of duties. Therefore, it will always be subject to review considering changes to the role and the work of the business



Requirements

Knowledge

- Strong knowledge of research principles and ethics.
- Demonstrate a keen understanding of emerging trends in the research sector.

Experience

- Proven experience in a market research sector role
- Experience in the delivery of quantitative analysis projects.
- Experience in the delivery of qualitative projects (desirable)
- Undergraduate degree or postgraduate qualification which included qualitative and quantitative research.

Skills

- Excellent communication skills and able to engage and build relationships with clients and colleagues at all levels of the business.
- Capable of managing multiple projects with agility and resilience to exceed client expectations.
- Proficient reporting skills and understanding of research methods, including data collection and analysis.
- Proficient use of IT and digital platforms.
- Excellent problem-solving skills, with a strong written and verbal communication ability.

Other

- Flexible can-do approach.
- Interest in continuous professional development.
- Interest in developing and mentoring others within the team.
- Interest in continuous professional development

