

Job Title: Research and insight executive

Department: Campaign

Division: Comms

Based: Hartlebury

Reporting to: Head of Comms - Campaign

Purpose

Joining our Research and Insights Team, which is part of the wider Communications Division, you'll help **DRPG** with intelligence, stats, data and insights for proposals and live client work, ensuring that **all** our actions are powered by the best in knowledge and foresight and that clients can access paid-for research when commissioned.

You'll improve the efficacy and impact of our campaigns, proposals and live work by providing useable, high-quality insights that are easily deployed and actioned by proposal teams. As well as being a bit of nerd for all things data and statistics, you'll be able to immerse yourself fully in a topic or focus area, digging out the diamonds that others may fail to see.

You'll also act as an integral part of the comms division, working across thought-mapping, idea development, sense-checking proposals, pitches and insight development. Ultimately, you'll understand what's most important for our client to hear and communicate it accordingly.

Main duties

You'll

- Provide research/ insights documents and support to the campaigns team and the wider **DRPG** team
- Take part in intelligence gathering exercises such as client calls, emails, focus groups or using third-party listening tools
- Lead on the creation of insight documents as commissioned by clients, factoring in all salient data, client feedback, existing intelligence and input by **DRPG** team members
- Act, on occasion, as a client-facing spokesperson for **DRPG's** planning and insights team at pitches, workshops and events
- Proactively work with and on behalf of **DRPG** teams to ensure that campaigns are directed towards the most effective channels, audiences, timings and systems

- Assist the campaigns team in all facets of proposal development
- Work with the campaign account team to deliver compliance in line with clients' contracts and campaign service level agreements (SLA)
- Ensure internal and external brand compliance, keeping up-to-date with resources and changes

Experience

You'll

- Be an experienced researcher (planning experience beneficial)
- Possess understanding of corporate communications and delivery systems, processes and industry best practice
- Have strong working knowledge of social media, marketing, advertising, events, experiential, video, print and digital channels
- Be able to communicate effectively, both orally and in writing
- Ideally have experience of working for/ with blue chip corporate organisations

Skills

- Research and insight gathering
- Analysis (both quantitative and qualitative)
- Able to use machine or digital platforms to aggregate and evaluate data sets
- Strong copywriting skills to assemble and craft insights dossier documents
- Taking raw content and providing consumable and usable planning documents
- High attention to detail and understanding of objectives
- A good knowledge of:
 - Client and brand management
 - Comms and integrated campaigns
- Strong verbal communication, listening and understanding skills
- Great creative thinker and problem solver

Characteristics

- Able to work well independently and as part of a team with an adaptable approach to work
- Proactive attitude to developing DRPG's insights bank and sharing the rationale for this with teams
- Willingness to take the lead in helping all teams use more intelligence, data, research and stats
- Willingness to learn new skills and develop existing ones
- Able to demonstrate a consistently high level of maturity when liaising with team members and clients
- Focused on consistently providing high service levels
- Positive attitude towards challenging situations and multi-tasking
- Time management skills to ensure the task is completed on time
- Must be committed to making 'anything possible' with a 'can-do' attitude
- Complete passion and commitment to achieving excellent results
- Excellent interpersonal skills
- Willing to work outside normal office hours when required
- Able to make tea and coffee, preferably in a round-based system

We're a friendly team. We really, really welcome anyone who wants to become part of our brilliant company.

This is an overview. You'll be expected to work flexibly to get the job done on time, on budget.

OTHER REQUIREMENTS

- Able to travel throughout the UK and overseas if required
- Driving licence
- Willing to work outside normal office hours when required

DATA SECURITY

At all times, you must work within the guidelines set out in the **DRPG's** Information Security Policy and your Employee Confidentiality Agreement. Failure to do so may be treated as gross misconduct.

HEALTH AND SAFETY

At all times you must work within the guidelines set out in **DRPG's** Health & Safety Policy and Employee Manual.

FURTHER NOTES

The role will be based primarily in our Hartlebury office and at home and will require regular travel to other office locations. You will be expected to work flexibly and undertake other related commercial duties both in the UK and overseas as the company may from time-to-time reasonably require.

THE COMPANY

Established in 1980, we're one of Europe's most experienced and largest fully integrated, award winning communications agencies. From the strategic communication consultancy to our complete in-house production facilities for digital media, video, events and print, we deliver to companies of all sizes that span a wide range of markets.

The **DRPG Group** is an equal opportunities employer.