

job description

Role: Head of Research & Insight

Department: Campaign

Location: Flexible

Salary: Negotiable

Your reason for being here...

To bring the substance to the style! DRPG is known as a super creative integrated comms agency – you will make sure that all that creative flair is underpinned by thinking, insight and strategy. Leading our experienced R&I team of researchers and data analysts you will develop and grow the service and DRPG's thought-leadership strategy. Bridging the gap between research and creative and supporting the sales team, you'll get clients excited about what we do and how we do it and sell the skill of the team with aplomb!

The way you roll...

Passionate and with an enviable track record you'll know and have masses of research and insight experience but you'll be able to sell it with sizzle! Not everyone finds research and insight sexy but you'll be able to persuade even the most sceptical of CMO's (and sometimes our own creative teams!) why it is so important, the huge benefits and ultimately support intelligently driven creative outputs, whatever the channel, from our teams.

You'll be comfortable and confident managing a mixed discipline team of really clever bods – bringing out the best in them and supporting them to grow our R&I team into a globally renowned insight team!

Sound like you...read on!

How you make it all possible...

- You'll strategically lead client calls – shaping the brief, when they're not sure what they need, selling our skills and experience.
- You'll support the team and drive world class proposal and pitch responses to win work to be proud of, understanding how research & insight ultimately supports the creative, content and final client solutions.
- You'll research and analyse to support recommendations and develop creative concepts, marketing, content and channel strategies
- You'll deliver strategic communication solutions that help our clients smash their objectives – while maximising the spend in their budget.

- You'll analyse the role and impact of touch points and channels on client's business and marketing strategies
- You'll review insight work to proof clarity of meaning, compliance with codes and regulations, and original client briefs
- You'll support internal teams / mentor a team of researchers in delivering Class A results
- You'll work with the sales and marketing teams to support business growth and drive the research and insight agenda.
- You'll be the face of our thought leadership content – presenting and writing confidently, and with style, to industry and beyond.
- You'll keep the team and business a step ahead on business and industry trends, what's hot and not; what can we use to drive client value and stay ahead of the competition.

What's in your toolbox...

- Tons of similar experience, ideally within an agency environment or marketing company
- A proven research background, across varied industries, and examples to boot
- Practical knowledge and experience of creative comms and the part research plays in underpinning this
- Behavioural science would be a benefit
- Leadership and management qualities – bringing the best out of a team, clients and the people you work with
- Comfortable and able to sell ice to eskimos
- Outstanding writing, grammar and presentation skills
- Sound commercial and financial acumen and ability to set and stick to a budget
- Someone who doesn't surrender or crumble under pressure – we strive to get the job done, no matter what
- Fantastic communication and presenting skills and lots of banter
- Impeccable attention to detail (well spotted)
- Sound judgement
- Positive, passionate, committed – whatever the situation
- Love of innovation, insight, data and investigation!
- Happy to work outside usual office hours
- Manage your time like a Swiss watch
- The team would like a 'Reliable nerd with a sense of humour and a zest for life'
- Committed to making anything possible
- Ability to make tea and coffee as part of a round system preferred

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

Get to know us...

We're one of the most unexpectedly all-round capable communications agencies that's been on the go for years – ever since our head honcho set up shop in a shed back in 1980, in fact.

Since then, we've made it our mission to make anything possible for our many and varied clients, putting our creative flair into delivering strategic communication campaigns, digital solutions, film and videos, events, exhibitions, and a whole lot more in between. We've grown a lot, but we've kept everything that made us great, back from the very day we first started out. Our global HQ and largest studios are smack bang in the middle of the UK and well worth a visit to see for yourself!

Hang on, there's more...

The role will be based primarily in either Hartlebury, Manchester or at home but there will be times when you'll need to work from our other places and undertake other related commercial duties both in the UK and overseas. Flexibility is key!

We're a friendly team. We really, really welcome anyone who wants to become part of a brilliant company. If you're passionate with a cracking drive to deliver on our 'anything's possible' mindset, we'd love to hear from you!

DRPG is an equal opportunities employer

Data Security (not super exciting, but necessary)

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

You must also work within the guidelines set out in DRPG's Health & Safety Policy and Team Handbook.