

job description

Role: Research & Insight Executive

Department: Campaign

Location: Hartlebury

Salary: Negotiable

Your reason for being here...

Your purpose at DRPG is to ask all the right questions and unearth the answers, no matter the cost, to transform corporate cultures, catapult ROI to heavenly levels, and breathe life into big brands.

The way you roll...

You're a curious cat who fearlessly leaves no stone unturned when you're looking for answers, even if that means chasing the scariest of CEOs!

Once you've piled up all that fresh, new knowledge in front of you, you don't get overwhelmed – not at all! In fact, you rub your hands together and get stuck in with making it all make sense. This is where that impeccable attention to detail comes in handy (well spotted), along with your ability to manage your time like a stylish Swiss watch.

Not only are you happy to work outside the typical 9-5 every now and then (the old ways of working are out the window, after all), you're also cool as a cucumber when it comes to working on multiple projects at once.

You're on board with our ethos of making 'anything possible', and that's why you bring all your impressive qualities together to create responses that don't just stand out, but sparkle with cutting edge communication solutions!

How you make it all possible...

- **Convincing clients:** It all starts with the proposal and pitch and you'll chip in with compelling content to help us push opportunities across the line
- **Do some research:** Clue's in the name right? You'll help scope, design and deploy research methodologies on our clients' projects to answer even the most complex questions

- **Platform perfectionist:** Be it digital listening, surveying, data gathering or good old fashioned desk-based research, you'll be at the heart of using our tools to find answers.
- **"It's all in the report!":** Planning, writing and sense-checking research and insights reports from the small to the large, both for our clients and the wider DRPG team who might have a question or two from time to time.
- **Talk the Talk:** Attending client meetings, presenting your findings and shouting from the rooftops about your amazing discoveries will be commonplace.
- **Hit the mark:** You'll always have one eye on our objectives, making sure we don't disappoint and deliver our expertise to the letter. You'll also make sure that we don't work for free or let the client take any liberties (Scope creep anyone?)
- **It's all about the Insight from the available data:** Delve into customer, market, competitor and colleague behaviours, opinions and activity using data and various internal/external data sources (e.g. Statista, ONS etc.).
- **Lead projects:** Work closely with the team from project discovery to outputs but lead projects to ensure timely and dazzling delivery
- **Develop:** Work closely with senior research executive and research manager to develop areas of expertise agreed in the objectives
- **Collaborate:** Make sure to consider other areas of the business and where they could/should come in. Partner with other areas of the business to deliver on R&I perspective and work on internal projects as well as with common clients

What's in your toolbox...

- Know how to do market research
- Know the industry, how it works and all the moving parts
- Know the channels, platforms and players from Facebook to TikTok, Reddit to Discord, GA to GDN, and any other acronyms ready to crawl out of the woodwork
- Think, write, speak and present like a bona fide expert
- Have experience working with great, confused, challenging and cautious clients and have an approach for all of them
- A keen analytical mind (both quantitative and qualitative)
- Platform expertise would be fab. If not, the ability to learn quickly and get stuck in is a must
- Copywriting, and we don't mean half decent, we mean you could have been a copywriter in another life.
- Taking ugly, complicated data and turning it into beautiful, digestible documents is second nature.

- Detail, detail, detail. (We did it again)
- You'll know it the game and how it's played from brand purpose to brand Positioning, from Sales to Marketing and if you knew a bit about ABM we'd be thrilled

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 primarily remote, but there will be times when you'll need to work from our offices 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.