

Job title Research & Insight Executive
Department Campaign
Based Flexible

Purpose

We're a small but growing research and insights team and it's our insights that shape and drive marketing and comms strategies; helping DRPG continue to grow and bolster our reputation both internally and externally for producing excellent insight that helps our clients' businesses thrive. This isn't the sort of insight that sits gathering dust. Our insights have transformed corporate cultures, catapulted ROI to heavenly levels and have breathed life into big brands. Our insights inspire our creative teams to craft imaginative campaigns, all the while keeping some of our quirkiest colleagues' wild ideas anchored to the facts.

Main duties

In a nutshell...

Are you always asking 'why?' Have you got a terrier-like instinct for rooting out answers and not letting go until you've unearthed the truth? Do you have a forensic level of attention to detail? As part of the campaign team, you'll work mainly with the campaign and creative teams but may support other areas of the business. You'll:

- Work with clients to interrogate their briefs; challenging and asking the right questions, developing communications briefs that meet business needs in an effective, accountable and engaging way
- Delve into customer, competitor and colleague behaviour, opinions and activity.
- Use all the tools you'd expect to find in a professional research function, from tried and tested survey tools to AI-powered digital listening devices.
- Work on your own for some assignments, but mostly we feast on weighty, complex projects, so you'll enjoy sharing your research and analysis ideas with the rest of us and you'll be keen to develop your skills.
- Present your findings to colleagues and clients. Expect to be grilled! But don't worry, you'll have bags of support to make sure that you don't crash and burn.
- Maintain a detailed awareness of relevant market trends affecting your clients, and developments in the wider advertising and communications industry; so your responses don't just stand out, they provide cutting edge communication solutions
- Share credit and shoulder difficulties; share best and worst practice, to keep us getting better

Experience

- Must have tons of similar experience
- You should be able to articulately demonstrate a portfolio that showcases your experience and approach
- A background in social sciences or marketing
- Top notch online and offline market research skills

Skills and characteristics

- Fantastic communication skills
- Able to present and pursue projects from concept to execution
- An inexhaustible fascination for people

- Ability to turn mountains of data into insightful, concise and engaging reports
- Ability to explain your methodology to non-technical people
- Be tuned into the ever-changing world around you, from business to tech, from politics to popular culture
- Not scared to chase for information, supporting work or input
- Impeccable attention to detail (well spotted)
- Be curious and keep getting better
- Happy to work outside usual office hours – who doesn't thrive on winning a pitch?!
- Manage your time like a Swiss watch
- Be cool about working on many projects at the same time
- Committed to making anything possible, with a smile – whatever the situation
- 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 a brilliant company. If you're a creative comms professional, with a cracking portfolio that sells itself, coupled with agency background, we'd love to hear from you!

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