

job description

Role: Research Data & Insight Executive

Department: Campaign

Location: Flexible

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...

- Working mainly with the Campaign and Creative teams, occasionally supporting other areas of the business
- Inspiring our Creative teams to craft imaginative campaigns, all the while keeping some of our quirkiest colleagues' wild ideas anchored to the facts
- Delving into customer, market, competitor and colleague behaviour, opinions and activity using data and various internal/ external data sources (e.g., ONS etc.)

- Remaining tuned into the ever-changing world around you, from business to tech and politics to popular culture
- Using all the tools you'd expect to find in a professional research and data function, from tried and tested survey tools to AI-powered digital listening devices
- Identifying patterns and trends in large data sets
- Designing and executing custom research, and leverage modelling techniques to understand the content and impact of creative (including visual, linguistic, and conceptual elements) on digital platforms
- Working 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
- Working on your own for some assignments, but also sharing your research and data analysis ideas with the rest of the team
- Presenting your findings to colleagues and clients, with the expectation that you'll be grilled (don't worry, you'll have bags of support to make sure that you don't crash and burn!)
- Maintaining a detailed awareness of relevant market trends affecting your clients, and developments in the wider advertising and communications industry
- Sharing credit and shoulder difficulties, and best and worst practice to further elevate the team

What's in your toolbox...

- A degree in Mathematics, Computer Science, Data Science, Statistics, or a similar quantitative field
- An enviable portfolio that showcases your experience and approach
- An impressive background in social sciences or marketing
- Top notch online and offline market data research skills
- Fantastic communication skills
- Essential knowledge and usage of Power BI, Google Analytics, Excel
- Desirable knowledge and usage of SQL, SAS, Tableau, SPSS, SSRS, BusinessObjects, Qlik
- Basic knowledge of R, Python, Git
- Some experience implementing research design methods and applied statistics, including sampling approaches, experiments, causal modelling and data mining techniques
- Knowledge or experience in customer segmentation techniques
- Ability 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 and also to explain your methodology to non-technical people
- Most importantly, you must have the ability to make tea and coffee, preferably in a round-based system...

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.