

## ROLE PROFILE

<b>Role Title</b>	<b>Research Analyst</b>	<b>Location</b>	<b>London</b>
<b>Business Unit</b>	<b>Group Data &amp; Insight</b>	<b>Job Family</b>	<b>Data &amp; Insight</b>
<b>Reports to Role Title</b>	<b>Research &amp; Insight Manager</b>	<b>Sub Family</b>	<b>Research &amp; Insight</b>

### REVIEW

You are a bright, enthusiastic, vibrant researcher, looking to join a thriving Research & Insight team. We are experts in Drinks Category & Consumer Insight. Helping our customers understand the trends driving their consumers and the wider market is critical to helping unlock the true potential of their business.

Our primary, proprietary research across Consumer, Category, Market & Competitor is market leading. Our unique cross-channel research helps to keep Matthew Clark and Bibendum ahead of the competition. Understanding our consumers and our market is the cornerstone upon which future success will be built. Our insight is used to support our customers, our suppliers & our colleagues in planning for the future. Most importantly, it is used to shape how our business develops and innovates.

Research & Insight are vital to the work we do across all parts of our business. As part of the C&C Group of companies, including the companies Matthew Clark, Bibendum, Elastic, Peppermint & PLB, as well as great brands such as Tennent's, Magners & Bulmers, we pride ourselves on not only being at the forefront of drinks industry research, but also constantly innovating and finding better ways to reach and understand both our customers and consumers.

We need a Research Analyst to manage our community panel and to help deliver a range of exciting online and face to face research on everything drinks, from Festivals & Fruit based mixers to NPD and Brand. This role is a pivotal role in the Insight team, providing a link between existing market understanding and building understanding in areas previously unexplored.

We are looking for someone who combines an enthusiasm for and understanding of a mixed method research skills, along with a natural inclination for building understanding through asking questions. The Research Analyst will already have research experience in both qualitative and quantitative disciplines and be competent at responding to research briefs, preparing research proposals, writing questionnaires, management of a consumer community/panel, as well as experience analysing and interpreting data to present stories in a compelling way.

We want to work with someone who is passionate about research and also loves working with like-minded people, cross functionally within an exciting business. This is the perfect role for a researcher who wants to see their research findings delivered through to insight and activation. If you want to work with colleagues passionate about people and about the the industry and about driving our customers' success, and you thrive in a consultative environment where projects are truly bespoke and really do address business needs, then this role is for you!

### CORE ACCOUNTABILITIES

- Manage our Pourtraits consumer panel & community, and all internal & external research briefs.
- Propose and respond to requests for research and analysis from both internal stakeholders to support business strategy, from customers to support the relationship and sales function and to understand more about our end consumers
- Work with the Insight & Research Manager, and with the wider Data & Insight team, in conducting robust, evidence-based research in both quantitative and qualitative disciplines
- Respond to innovation briefs to scope new product development opportunities, including leading both qualitative and quantitative research
- Become the key contact for all third party research suppliers and agencies
- Become a recognised leader of research provision and an informed, approachable and valued colleague to others
- Work with sales, marketing, buying and other teams to deliver research findings that have clear commercial value in support of category reviews, tender submissions, NPD opportunities etc.
- Build and maintain networks both internally and externally to keep abreast of developments within insight and translate these into relevant applications within Matthew Clark Bibendum
- GDPR compliance for raw data containing personally identifiable information on participating consumers

Other accountabilities include but are not exclusive to:

- Stakeholder management and requirements gathering
- Extracting actionable insight from research findings

## CONTACTS/ KEY RELATIONSHIPS & NATURE OF INFLUENCE

### Internal:

Insight – *key day-to-day contact to develop research agenda in support of/response to requests to back-up commercial arguments*  
 Business Intelligence - *key day-to-day contact to build a rich source of primary data*  
 Analytics – *key day-to-day contact to build statistical models based on raw primary data*  
 Innovation – *working with innovation team members to scope and test requirements of NPD*  
 Influencing key stakeholder behaviour across Matthew Clark Bibendum through the dissemination of compelling research findings

### External:

Management of assigned third party data providers & their analysts

## KNOWLEDGE/ EXPERIENCE/ SKILLS IDEAL FOR THE ROLE

- Bachelor’s Degree (ideally 2:1 or higher) awarded in a numerate course with experience in applied research practices both qual and quant
- Experience in a market research agency and a sound knowledge of market research methodologies
- Experience managing and maintaining a consumer community/panel
- Ability to explain and defend the methodology used in the development of research projects
- Experience prioritizing competing demands, resolving conflict and obtaining buy-in from stakeholders
- Excellent attention to detail, and the ability to work effectively with data
- Ability to communicate complex issues in a clear, understandable manner
- Ability to work under pressure and to tight deadlines
- Experience in qualitative focus group moderation and facilitation and in depth interviewing both B2B and B2C
- Experience using standard analytics methods and tools, including: cluster analysis, regression analysis (preferred)

## PROFESSIONAL QUALIFICATIONS & EDUCATION

**ESSENTIAL:** Bachelor’s Degree awarded in a related course such as business, marketing, economics, statistics, a related quantitative field and/or demonstrable equivalent experience in applied research.

**PREFERRED:** Drinks/FMCG experience and WSET qualification[s] are desirable but not essential.

## TECHNICAL/ BEHAVIOURAL/ PERSONAL COMPETENCIES

- Strong communication skills and be able to clearly articulate concepts and ideas to a wide audience
- Fluency in English (verbal and written) is essential
- Ability to work in a team, and to work well under pressure in a varied & fast-paced environment
- The ideal candidate will be: objective, innovative, collaborative & challenging.
- Ability to use your drive, creativity and initiative to move the organisation forward
- Ability to take responsibility for shaping and delivering projects
- Passion for the drinks industry

## BUSINESS SPECIFIC REQUIREMENTS (OPTIONAL SECTION)

### OPERATING ENVIRONMENT & CONTEXT:

#### TRAVEL & OTHER REQUIREMENTS

- Some travel may be required to visit other offices (Bristol, Glasgow, Dublin), customers and data providers
- Must be prepared to facilitate occasional after hours focus groups
- Must be prepared to travel occasionally to conduct interviews or focus groups

## ROLE DIMENSIONS

No of Direct Reports	0	Financial Impact (Direct)	
Total Team Size	0	Financial Impact (Indirect)	
No of Locations	1/2	Other/ People Manager (yes/ no)	No

Back Office Use only:

<b>Job Code</b>		<b>Reward Level</b>		<b>TW Grade</b>	
<b>Salary Survey Ref</b>		<b>Career Level</b>		<b>Date Created</b>	
<b>Salary Min</b>		<b>Salary Mid</b>		<b>Salary Max</b>	