



Research Director (Quantitative)

The Role

This is an opportunity to become one of the senior members of our growing quantitative team. You'll be working with some of the best-known brands in Britain, and some of the fastest growers as well, across a range of different categories, helping them with the challenges across all aspects of brand, marketing and business.

Reporting into the Head of Research and supported by a junior team, you'll be leading standalone quantitative projects and working alongside the qualitative team on integrated projects too.

Responsibilities

Project Work:

- Leading all aspects of quantitative projects and the quantitative parts of integrated projects
- Taking client briefs, interrogating them and challenging them to ensure clients get exactly what they need from each project
- Writing winning proposals that showcase our thinking, clearly lay out our methods and demonstrate expected client outcomes
- Crafting excellent research instruments to get to the answers we are looking for
- Using analysis to wrangle data into punchy stories
- Delivering findings to clients in a range of formats most suitable to a given project
- Monitoring the financial performance of your projects to ensure they are delivered profitably

Client Relationships:

- You will work across all clients on project work as demand requires
- In addition you will own the relationship with a number of our most important clients
- You will develop and implement strategic account plans for these clients, including delivering against revenue targets for each

Business Development:

- Working with the Founder, Head of Research, new business function and via your own contacts and relationships, you will be expected to bring new clients into the business to help drive growth
- This will include taking new business meetings and working on proposals and pitches for new clients as relevant

Mentoring and Management:

- You will teach, inspire and support our junior team members and challenge the thinking of everyone in the agency
- You'll also be open to learning yourself, we're a diverse bunch with different skills and learning from each-other is how we improve
- You'll have some time to get your feet under the table, but there will be a medium-term expectation that you take on line-management responsibility for some of our junior team

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Company Registration No. 4815098



About You

- You'll be an excellent researcher with a strong track record of designing studies and programmes of research from scratch to solve specific client needs
- We have ambitious growth plans, you'll need to share our ambitions
- You should have a genuine interest in people, culture, behaviour, brands and how they all intersect. You'll know your Sharp from your Ritson, your System 1 from System 2, sure, but you'll also know your Queen's Gambit from your Game of Thrones and your Big Mac from your Digbeth Dining Club.
- You'll need to be a good communicator, able to adapt your style to different internal and external audiences and through different channels
- A proven track record of winning new business and growing existing clients
- You see mentoring and talent development as a fundamental part of the role of a Director and proactively build the strengths of your team
- You don't need to be a statistician, but you should be strongly numerate with experience of working with statistical outputs (though not running them yourself, necessarily) an advantage
- It will be an advantage to have worked on research covering a range of topics and marketing disciplines and to have experience of integrated qual and quant projects
- We all now work remotely so you can be based anywhere, but once it's safe to do so, we'll want to get together in person regularly here in the Midlands

About Us

One-MS was founded as a qualitative agency over 15 years ago and has been working as an integrated qual and quant business for the past 2 years. We've got a reputation as one of the best agencies in the Midlands and we've got really ambitious plans to grow over the next 5 years.

We're proud to be independent and to female-founded and owned with a real commitment to flexible working (and this isn't a new post-Covid thing, we've always worked this way.)

We've got some great clients who we love working with including Waitrose, Gymshark, Premier Foods, Kerry Foods, Pizza Hut and Meridian.

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