

## Graduate Trainee Research Executive

### Company:

Incorporating ICM Unlimited and ICM Direct

### ICM Unlimited:

ICM Unlimited is one of the UK's highest profile opinion and market research agencies, conducting research projects on behalf of a host of blue chip clients, including government departments and other public sector organisations, media groups, financial institutions and communication technology providers.

We have set up an Academy for aspiring entrants to the market research world, providing high quality permanent employment opportunities for graduates who want to help businesses solve their problems through the application of traditional and new research methodologies.

### The role:

We expect to recruit a small number of motivated graduates to start in September 2017. Each will learn about the entire market research process via a combination of formal training and on-the-job development. In their first year, graduates will help run a wide range of projects, focussing on departments where business need is most acute, but also with a view to getting as much exposure across the business as possible in order to take a view on settling in a specific department after the end of Academy training.

### Key responsibilities:

The role of Research Executive includes all of the following responsibilities:

- Proposal writing
  - Writing formal responses to client research briefs -understanding the problem and designing a research process that cost effectively answers critical client objectives.
- Questionnaire design and focus group discussion guide design.
- Survey implementation.
  - Design and test all formal survey tools before the commencement of fieldwork.
- Data analysis.
  - Checking the accuracy of data on both tables and reports, therein requiring a good eye for detail, numerical reasoning, and an understanding of statistical methods.
- Client liaison with a view to cultivating long-standing business relationships.
- Presentation and report writing, requiring excellent data visualisation ability and the ability to use the written word concisely and fluently.
- Project management.
  - Making sure that the survey process is smoothly run, dealing with any problems that emerge.
  - Ensuring that all surveys are run within cost parameters and on time.
- Desk research.
  - Understanding the market context to a survey; undertaking internet research to inform the survey process.

## Skills required:

- Some demonstrable evidence of the practical application of research techniques, either within the market research industry or as part of your degree.
- The self-confidence to be able to present data to the Chief Executive, and the humility to deal effectively with suppliers, interviewers and members of the public on a daily basis.
- Excellent problem solving abilities, analytical and numerical skills.
- Organisational excellence.
- An eye for detail, and the patience to deal with laborious responsibilities at the outset of your career with a smile.
- An ability to grasp the meaning of data instinctively and the skills to convey its meaning verbally, as well as through PowerPoint and Word reporting mechanisms.
- Something different that sets you apart from all the others who have “excellent communication skills”. For example, you might be an Excel genius, a creative master who can design brilliant presentations, or a radical thinker who can identify new research ideas or opportunities. If you have something unique that will help us to be successful, we’ll help you to be successful.

## Other requirements:

- 2:1 degree or above (or expected)
- Must have legal right to work in the UK

## Other information:

A competitive salary (£23,000 pa) and an exceptional package of staff benefits. ICM will fund and support you through the MRS Advanced Certificate in Social and Market Research.

ICM Unlimited is currently based in Great Pulteney Street, Soho, London.

If you think you can deliver clear thinking in a complex world, please send a CV and covering letter of no more than 500 words to [laura.byrne@icmunlimited.com](mailto:laura.byrne@icmunlimited.com)

Closing date for applications is Wednesday 1<sup>st</sup> March 2016.

## What our current graduates say:

*“In the four months that I’ve been here I have already learnt a great deal about the research process through hands on experience with several different projects. For instance, I have worked on a project tracking the public’s response to a popular brand’s new advertising campaign, analysed public consultations and interviewed people in Soho about their views on the National Living Wage. While I have had responsibility since day one, I have also had training and support throughout.*

*ICM Unlimited is a fun and social place to work, as there is a communal kitchen and a bar and restaurant on the top floor. This means that we often go for after work drinks and there is a very friendly vibe in the office. We also have a social committee which organises events such as Christmas and summer parties and karaoke nights.*

*I get a sense that everyone at ICM Unlimited wants you to learn, develop and be great at what you do, as well as have an enjoyable time during this learning process. I believe that I couldn’t have picked a better place to start my career.” (Toni, 2016 Academy graduate)*