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| Evaluation Date | 26/4/16 |
| Grade | 8 |

JOB DESCRIPTION

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| Job Title: | Research Officer | Reports to: | Head of Marketing & Sales |
| Department: | Marketing | Location: | Vantage Point |
| Work Pattern: | Part Time | Contract Status: | Permanent |

BACKGROUND

Edinburgh Leisure is Edinburgh's biggest provider of Leisure Services, welcoming over 4 million customer visitors a year to our 30 venues across the City.

We want enthusiastic and energetic people who will create a great experience for our customers and share the following values. Edinburgh Leisure **makes a positive difference** by:

welcoming all,
each one of us **caring** about what we do,
being **passionate** about how we do it,
and feeling **proud** of what we achieve

JOB PURPOSE

You will manage EL's research activity, providing information that helps the business to make informed decisions as it strives for sustainable growth of income and customer participation of physical activity.

KEY RESULT AREAS

| Key Responsibility | Expected time spent (%) |
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| 1. Design an annual research plan and budget that supports the Corporate Strategy, Marketing Strategy and provides appropriate insights to meet business needs. | 10% |
| 2. Meet with your customers (e.g. SLT, Heads and Managers) to explore what they want to achieve from research and design an approach that best suits their objectives and available resources (e.g. time and money). | 10% |
| | 40% |

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| <p>3. Conduct the agreed research approach, which will include one or more of the following:</p> <ul style="list-style-type: none"> • In-house research activity • Secondary research • Outsource to agencies | 30% |
| <p>4. Analyse all gathered information, identify key messages and recommendations, and design and deliver feedback to meet the original objectives and needs of the audience.</p> | 10% |
| <p>5. Be the lead 'observer' for Edinburgh Leisure on external customer trends, industry developments and competitor activities. You may be asked to report on your surveillance regularly and assist with fact finding for new product development. You will create a library for all managers to access for internal research and external insights</p> | |

| RESPONSIBILITY FOR RESOURCES | |
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| Responsibility for staff: | - |
| Salary bill for all staff reporting: | - |
| Responsibility for finance and level of financial control: | Responsible for providing a cost for the annual plan, setting up purchase orders and then for monitoring the allocated budget (approximately £60K). Head is accountable for the budget. |
| Responsibility for Physical Resource: | Standard office equipment (e.g. laptop or PC, Mobile phone etc.) |
| Responsibility for Data and Information: | <p>Works with information that is confidential and market sensitive. Has access to MRM to interrogate data for research purposes. Access to CRM (customer database) and customer research.</p> <p>Is responsible for storing and interrogating raw research data and for operating in line with the Data Protection Act and FOI requirements. The role is also responsible for protecting the respondents and safeguarding their information under the rules of the Market Research Society Code of Conduct.</p> |

GUIDELINES AND EXPECTATIONS

Authorities & Limitations

You are responsible for managing your own time and prioritising your workload to meet your agreed objectives. You may influence the workload of others during the delivery of a project that you are responsible for – such as managing the output from external agencies.

You will apply your professional knowledge and expertise, ensuring that all EL research activities comply with the Market Research Code of Conduct, and the Data Protection Act.

You are the research specialist in Edinburgh Leisure, and as such are expected to make decisions about the technical aspects of our research activities, within the usual constraints of available resources. Your key customers are the Senior Leadership Team, Heads of Marketing and Operations, Service and Venue Managers. Your Manager is available for support and guidance.

Communication & Representing The Organisation

You are responsible for communicating the feedback from research activity to a wide variety of stakeholders in EL, including our Board. You will need to be able to identify the needs of your audience and tailor your message to suit. The feedback can be through a number of communication mechanisms e.g. presentations, written reports, workshop session etc..

You need to be a good listener, so that you can effectively understand and advise managers about their research objectives and design an approach that will meet their needs. There will be specific situations where you will be required to influence them to take a different approach than the one that they are used to and familiar with.

There will be some occasions where you will have to provide feedback and key messages that your audience won't want to hear – it will be your role to provide the insight in a way that helps them to take positive action. You need to be able to handle objections in a constructive and positive manner, so that people learn to welcome all insight information, good and bad.

You will be responsible for building effective relationships and manage the work carried out by external research agencies.

You will carry out some research work in-house, such as focus groups or online surveys. You will need to have the skills to design and deliver the sessions, such as facilitation skills.

Safeguarding Our Customers

You are expected to take an active role in the duty of care to yourself, your colleagues and your workplace – take action if you see a potential hazard.

You are expected to be familiar with the Health and Safety policy and your role within that.

Problem Solving

You will identify the objectives of a research brief and implement a research approach to gather the information you need. You will then analyse the data using your professional knowledge and expertise to identify the key messages and then use your judgement to make recommendations based on your findings.

You will be dealing with large quantities, of often complex and confidential, of primary and secondary research data, both quantitative and qualitative.

You will provide feedback and insight based on research findings to help your customers reach informed decisions. You will be required to have the technical skills to analyse complex research data and turn it into meaningful research insights and recommendations to assist with the strategic direction of the organisation.

You will need to be able to create a long term vision of how our research programme is developed to ensure we are keeping up with research innovations whilst also providing the most cost effective methods.

Some of our research is done on an annual cycle (e.g. customer experience surveys) and other work is done to suit the needs of individual projects, usually taking a few months to complete.

Sometimes, it won't be apparent where the information can be found eg for new products. So using some initiative is required.

Impact On Organization

You will help and support SLT, our Heads and our managers to identify their research requirements and objectives, and then effectively use the resulting insight to help them make decisions. You will be working with business critical information.

You will support key corporate projects, such as our brand or membership offering, to ensure that decisions are made using customer and competitor insight.

You need to provide insight and recommendations that fit with our strategy and values and reflect the external environment (e.g. social, political and economic).

| JOB DEMANDS | |
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| Physical | The job is office based with limited physical requirements. You will be expected to travel to meetings, and may have occasional manual handling (e.g. moving marketing materials) |
| Mental | You will be dealing with a number of projects at once, often with demanding deadlines to meet. The majority of these should be planned, but you will need to be able to respond effectively to last minute changes, such as a request from the CEO for information at short notice. |
| Emotional | The role involves dealing with a wide variety of people and may occasionally involve having to deal with an angry or upset customer. |
| Environmental | The post is based in our offices at Vantage Point. You will be expected to visit our venues. |

PERSON SPECIFICATION

| Factor | Essential | Desirable |
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| Qualifications and Attainments: | <p>Educated to degree level or equivalent and Market Research Society Advanced certification is essential.</p> <p>Considerable experience of using SNAP software for setting up surveys, reporting and enabling access to other users.</p> | |
| Knowledge and Experience: | <p>Demonstrable relevant experience, from either agency or client side. 3 or more years experience is required for this role.</p> <p>Consumer research experience in both qualitative and quantitative research is essential. This includes setting up questionnaire design.</p> <p>Demonstrable experience of managing and conducting research studies that have informed business decisions.</p> <p>Experience in the design of all types of research tools – both quantitative and qualitative essential.</p> <p>Conducting qualitative research – e.g. facilitating focus groups, workshops and in-depth interviews</p> <p>Ability to manage research projects within budget and on time.</p> <p>Strong storyteller: ability to bring insights to life to wider organization</p> | <p>Procuring and managing relationships with agencies</p> <p>Project Management</p> |

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| | <p>A demonstrable sense of curiosity – asks why and doesn't take things at face value.</p> <p>They show a real passion for making sense of multiple data sources and have a proven history of driving opportunities through insight.</p> | |
| Additional Requirements (e.g. competencies): | Experience in the use of Tableau to draw findings and conclusions from EL's customer database. | |

| DISCLOSURE/PVG REQUIREMENTS |
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| Basic Disclosure |

I have read and understand this job description and I am clear about what is expected of me in this job.

Signed **Date**