

Associate Director (Research), Research Consulting Team

Location: Hybrid (Vanson Bourne office + remote working)

Reports to: Research Director

Reportees: Senior Research Managers (SRMs), Research Managers (RMs), Senior Research Executives (SREs), Research Executives (REs), Research Assistants (RAs)

Type: Full-Time, Permanent

About us

At Vanson Bourne, we are leaders in B2B technology market research, delivering innovative and client-centric research solutions.

The Research Consulting Team works collaboratively with our clients and all departments to design and execute high-quality, high-results research programs in line with important objectives. We are known for our consultative and innovative nature, client-centric approach, and proactive project management skills. We are responsive, analytical, and professional and we bring our expertise to bear in every situation, to set our clients - and ourselves - up for success.

About the role

An **Associate Director (Research)** is predominantly the consultant on research projects, working in collaboration with researchers, ensuring client objectives are met and market research best practices are followed. ADs spend around 40% of their time on project work. They work across multiple studies, clients and B2B technology topics, collaborating with other consultants and researchers in the Research Consulting Team. ADs spend the remaining 60% of their time supporting the RD with the strategic direction of the team, line managing the team, capacity planning, rolling out objectives and improving processes as well as working on new opportunities with the commercial team.

Key responsibilities

Project management

- Ad hoc questionnaire/discussion guide design for research projects that meet client objectives and fit market research best practices
- Engaging and accurate data analysis and storytelling within written deliverables (including insight reports, ebooks, whitepapers) and presentations
- Conducting in-depth interviews and analysis of those, for qualitative projects
- Strong and frequent client management throughout project lifecycles in line with our approach to consultative client management
- Management of all internal project management systems, keeping everything up to date and reporting accurately
- Delegating tasks between themselves and other individuals assigned to the project, and ensuring all deadlines are met and the project runs efficiently
- Supporting on any of the above tasks, or any part of the project process if acting as a researcher

Line management/team management

- Responsible for the line management of allocated reportees
- Manage employee performance in line with job descriptions, company standards, and values
- Manage appraisal process and regular reviews

- Management of resource: ensuring the department is adequately resourced and employees are appropriately utilized
- Involvement in setting and rolling out the team strategy

Process improvement

- Investigate and implement new tools, services, and processes to improve the research and consulting capabilities within the business
- Develop marketing content and frameworks for innovations and initiatives relevant to this
- Contribute to the rollout of research consulting strategies in line with long-term business goals

Knowledge sharing and training

- Share MRS knowledge, industry standards, and best practices across projects and company processes
- Mentor and upskill team members by providing guidance on best practices

Professional development

- Continuous Professional Development (CPD) opportunities, including studying for the MRS Advanced Certificate in Market and Social Research
- Training on commercial awareness and commercial consulting
- Training on advanced deliverables and research methodologies

What we're looking for

You'll need proven working knowledge of quantitative research methods (qualitative research methods are desirable, but not essential) from work experience in a relevant business, with expertise in these key areas:

- Demonstratable relevant work experience
- Bachelor's degree (2:1 or equivalent), preferably in a relevant field
- Accuracy and attention to detail
- Effective teamwork and collaboration
- Proactive deadline and workload management
- Strong communication skills
- Knowledge of best practices in market research
- A consultative mindset
- Demonstratable ability to analyse data and tell stories from data
- A high level of written English
- Critical thinking, problem solving and a desire to delight clients
- Strong line management skills
- A strategic mindset

What you'll gain

- Knowledge and experience with cutting-edge IT topics and diverse technology companies
- Knowledge and experience of various research methodologies and applications

- Skills in consultative management, commercial awareness and consulting, data presentation and research design
- Opportunities to participate or contribute to advanced presentations and deliverables such as webinars, live event speaking, eBooks and more
- Career growth in a dynamic and collaborative team environment

Why join us?

At Vanson Bourne, we are committed to fostering a positive working environment where innovation thrives. We support professional growth, encourage collaboration, and celebrate successes. Join us to make a meaningful impact on global B2B research while advancing your career in a dynamic and supportive team.

Interested?

Send your CV to us: careers@vansonbourne.com