

JOB DESCRIPTION

Job Title	Head of Research
Reporting to	Strategy Director
Location	South-West London

The Company

National Schools Partnership is a unique award-winning Social Marketing Agency that engages families, parents, young people and teachers through education. We combine educational expertise, with strong consumer marketing skills and school support to provide excellent marketing and socially-focused campaigns to companies, public sector organisations and major agencies. We were established with the unprecedented backing of educational bodies to support brands and charities wanting to reach family households and schools. Our work and campaigns focus on delivering the brand or social impact that clients are seeking whilst benefiting education and schools at the same time.

- We work as a specialist agency providing knowledge and experience to organizations in order to reach into the education community and the family market.
- We provide educational resources for schools as part of the campaigns we carry out for clients.

The company employs 24 staff to deliver campaigns for public sector and commercial clients including SKY, Marks and Spencer, Nike, Reckitt Benckiser, Morrison's, Lloyds TSB, Birds Eye and VW, as well as major agencies including Carat, Iris, Consolidated and Chemistry. Our work covers a wide range of disciplines including direct marketing, brand awareness, sponsorship, partnership marketing and Corporate Social Responsibility. National Schools Partnership offers a wide range of skills and services so we can offer maximum support to our clients based on their individual needs. These services include consultancy, research, education content, schools partnership marketing, digital, live and school relationship management.

Key Responsibilities

This is initially a business development position where you will work closely with the Strategy Director to develop the company's research offer, grow existing research clients and win new business. Whilst your initial focus will be on business development, you will also be expected to lead a team of freelance research specialists to implement the research projects you will win. As the service grows, you will be expected to build an in-house team, with responsibility for recruitment and team leadership.

Entrepreneurial and ambitious, you will be influential in your approach, and will come from a market research sales background where you will have demonstrated your success. You will be a confident presenter and networker and be prepared to attend industry events and exhibitions.

The ideal candidate will have a sound understanding of research methodologies, have a proven track record in winning new business and above all be a team player. In return you can expect a competitive basic salary, excellent bonus structure and company benefits.

Key responsibilities will include:

- Shaping and leading business development activities to win new research clients for the company
- Leading research pitches and tenders
- Successfully introducing and managing a combination of short-term and long-term clients
- Leading the management of relationships with research clients and the delivery of research projects
- Delivering insights and intelligence, not just data
- Driving the continual development and improvement of our research experience and skills, particularly in planning and evaluation of communication relationships between schools, consumers and brands

- Recruiting, managing and leading a flexible team of freelance staff to support the delivery of the growing client list

Main Tasks

Business Development

- Identifying and targeting suitable markets and brands to drive new business
- Networking and meeting prospects to establish opportunities to present and pitch
- Preparing presentations and proposal documents for credential meetings and pitches
- Developing meaningful relationships with all clients and exploring opportunities for growing business
- Delivering new business and organic growth against specific targets

Project Management

- Leading the management of research projects to ensure effective delivery on time, within budget and to specification
- Providing expert consultative advice to support commercial decision making
- Delivering findings in an authoritative manner at senior level
- Managing the relationships with clients to ensure expectation levels are exceeded

Leadership

Managing and leading a team of freelance research specialists with a view to starting recruiting permanent staff as the service grows.

Preferred Experience & Technical Skills

- The most important skill for this role is an ability to bring research to life both for new business purposes and to help drive deeper and longer-term client relationships
- Providing clients with real insights and actionable output in a concise, persuasive and creative way is a pre-requisite
- This role requires a good understanding of mixed research methodologies covering both quantitative and qualitative research
- Experience of research with children and families desirable
- Some experience of more innovative qualitative research methodologies a plus

Some knowledge of education research would be good but it is not a pre-requisite

Contact Katharine Donnelly – kdonnelly@nationalschoolspartnership.com

See www.nationalschoolspartnership.com

National Schools Partnership, One Hardwick's Square, Wandsworth, London, SW18 4AW

Tel: 020 7198 8374