

Job Description

<i>Job Title:</i>	Market Research Executive
<i>Department:</i>	Research & Insights <i>Reporting to:</i> Market Research Manager
<i>Payroll Department:</i>	MKT - MKT
<i>People Responsibilities:</i>	None

Main Purpose of Role:

This role is to work with the Market Research Manager and colleagues on the association's market and customer research, specifically performing and designing market research and data analysis, and producing written reports/debriefs or presentations to enable the HTA to support and inform its member businesses, lobbying and sustainability programmes, and the association's own decision making.

The postholder will have an inquisitive, curious mind and be given opportunity work on a range of projects covering business, retail, environmental and policy/regulatory issues, to make a difference to the success of association's work and the livelihoods of its member businesses.

Role Responsibilities:

- To work with the Market Research Manager and colleagues to design, specify and implement research studies; including the recruitment of participants, data collection/interrogation methods, and written reports or debriefs which support business benchmarking and improvement in the HTA and among its members.
- To work with the team to provide and produce market, customer and category insights to HTA members, stakeholders and internal colleagues using a variety of HTA's own data, external third party sources and through desk research. Projects include monitoring the state of trade and factors affecting it, as well as consumer trends that will present threats and opportunities for businesses; presenting information from a variety of sources in a clear 'story' highlighting the most pertinent insights in written reports.
- To perform numerical analyses on our own and third party data, including retail barcode-level transactions shared with the association by its members, CRM data, government statistics, consumer attitudinal/behavioural measures and customer satisfaction metrics to turn figures into actionable recommendations with the support of colleagues
- To work collaboratively with colleagues to ensure the above is effectively communicated to key staff and/or members through agreed annual plans, processes, and frameworks for member engagement led by the marketing team



- To proactively conduct desk research to identify pertinent issues set to impact the industry and the organisation itself, and to draw on multiple data sources to make sound assumptions where data may not currently exist
- To use, and support colleagues and member businesses in using the research and insights produced by the team, including via presentations, following up to assess what use has been made of the analysis and recommending improvements to manager
- To quality assure data and research methods to ensure the accuracy and validity of analyses produced by the HTA, performing data cleansing and administrative tasks when required in a timely and regular way
- Regularly recording member contact ensuring that the interaction and outcomes are input to the membership database (CRM) to maintain records and reference member data
- Following organisational process and procedures to ensure member expectations and agreed service level agreements are met
- Managing and protecting member and customer information in accordance with HTA policy and General Data Protection Regulations
- Undertaking such other duties, commensurate with the responsibilities above, as may from time to time be required by members of the HTA management team

Person Specification

Essential Skills and Qualifications:

- Experience in a market research, insights or data analysis role at executive/senior executive level, either agency or client side
- Strong problem-solving and desk research skills, including ability to make assumptions using multiple data sources where there may be gaps in information or existing research, critiquing the source's reliability
- Understanding of good practice in designing commercial research, briefs, proposals and data collection methods to deliver insights on business issues/problems
- Experience analysing quantitative datasets using cross-tabulations and pivot tables
- Experience distilling key findings and presenting insights to stakeholders
- Experience working with professional survey packages such as SurveyMonkey or Voxco
- Proficient user of Microsoft Office, including Word, Excel and PowerPoint
- Aptitude for identifying key trends and market forces of importance and likely to impact on businesses/commercial operations
- Ability and willingness to handle detail accurately and where required to perform data cleansing work and administration tasks to maintain the integrity of data sets
- A curious and inquisitive mind, with ability to think critically and not take information presented at face value
- Experience working within a supportive and collaborative team environment

Desirable Knowledge, Skills and Experience required:

- Degree level qualification in a relevant discipline such as social sciences, market or social research, or a discipline involving numerical or statistical analysis of complex data sets
- Experience working with data analysis packages such as Tableau or SPSS
- Market Research Society qualification
- Experience of qualitative research (e.g. depth interviewing, focus group moderation)
- Experience of using web analytics platforms like Google analytics and Hotjar
- An understanding of the principles of benchmarking
- An enthusiasm for gardens/gardening, the outdoor environment and contributing positively to it
- An enthusiasm for sustainability and the environment

HTA Core Purpose

We help our members to flourish

HTA Mission Statement

‘On behalf of our members we promote, support and nurture our industry to ensure a robust and sustainable future.’

Our aim is to recruit and retain people with the behaviours that support our mission and who will grow with us and achieve more.

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Our Values

Collaboration

Approachable, responsive and helpful, nothing is too much trouble. Enthusiastic, self-motivated and confident with a 'can do' attitude

Integrity

Demonstrate honesty, trust, openness and respect when liaising with people. Treat everyone as an individual and be responsive to their needs

Innovation

Keen to develop and learn new skills. Welcomes change, is flexible and can adapt and deal with various demands. Pro-active, open to new ideas and encouraging of ways to continually improve

Influence

A good communicator who listens and is able to express themselves clearly. A professional and informed approach to our members and customers. Providing specialist knowledge leading to a fulfilling experience