Experienced Research Executive or recent Senior Research Executive

BDRC Continental Hotels & Hospitality team

BDRC Continental is the UK's largest independently owned marketing research consultancy with 100 full-time staff. Focusing predominantly on service sectors, the company is well known for its expertise and knowledge in a number of sectors such as Finance, Travel and Hotels & Hospitality.

We are recruiting an experienced Research Executive or a recent Senior Research Executive to join the Hotels & Hospitality team, to help support its next phase of progress.

The Role

This is a wide ranging role which will suit an ambitious quantitative researcher with great attention to detail and an interest in helping the team to manage and develop its multi-client benchmarking products, in particular the renowned BDRC Continental Hotel Guest Survey, conducted in nearly 40 countries worldwide, as well as involvement in ad hoc / single client research assignments. However in early months work will primarily focus on the multi-country Hotel Guest Surveys.

Key responsibilities will include:

- Collating costs and assisting with proposal preparation
- Developing questionnaires
- Checking survey content and accuracy
- Checking the accuracy of data on both tables and reports
- Checking analysis specifications for both tabulated data and online reporting tools
- Assisting with the preparation and delivery of client presentations
- Liaising and developing relationships with both clients and supplier contacts
- Collating costs and assisting with proposal preparation
- Compiling reports and writing commentary including summaries and recommendations
- Desk research with regard to hotel brand development and hotel industry and economic background in markets where the survey is conducted
- Liaising and developing relationships with both clients and supplier contacts

Skills / Experience / Competences

The successful candidate, who will be a graduate with a strong degree from a reputable academic institution, is likely to have had some exposure to a research agency environment and must have the following attributes:

- Outstanding organisational skills and an aptitude for juggling involvement in various markets of a tracking study simultaneously
- Demonstrable ability to work to deadlines and to manage competing priorities
- High level of competence in working with both Excel and PowerPoint
- Excellent written English
- An eye for detail, in particular the ability to spot irregularities in data and to establish the source of the problem
- Ability to interpret and synthesise data and to articulate the business implications
- Good interpersonal skills that will facilitate strong working relationships with team members, external partners and clients
- Ambition and drive to learn and progress in the organisation
- Taking the initiative on leading projects from beginning to end

Desirable additional experience includes:

- Working in a research agency environment
- Multi-country tracking studies
- Online data collection methodologies and consumer panels
- Fluency or competence in a second language
- SPSS or another data analysis platform
- Any background or experience of the hospitality or leisure sectors

Further Details

The position is based at BDRC Continental's newly refurbished central London HQ, a stone's throw away from Holborn tube with Central and Piccadilly Line connections and close to Covent Garden.

Staff benefit from a non-contributory pension, optional discounted private health insurance, discounted gym membership and interest-free travel loan or cycle to work scheme.

Please direct enquiries and CVs to Tim Sander:
tim.sander@bdrc-continental.com