

Job Description	
Position	Research & Insights Executive
Department	Commercial
Reporting to	Research & Insights Manager

## Role Overview

The Research/Insights Executive sits within the Commercial team supporting the growth of Right Formula. Working closely with the members of the Commercial team and the wider business to ensure the continued growth via the sourcing, management, pitching and closing of new client opportunities. Consideration will need to be given to how best to strategically guide potential clients investment in sport and entertainment marketing.

The role will play a key role in day-to-day primary research management to deliver timely insight to support marketing proposals from idea generation, concept development, communication, and sale.

The role requires an entrepreneurial mind-set with logical thinking to ensure the realisation of outstanding business performance. A commercial thinker, the role holder is happiest in trying to meet the challenges set by new opportunities but they are equally capable of working internally to manage the new business processes.

Requiring commercial drive, entrepreneurial flair and strategic thought the role holder will develop Right Formula's and their abilities alike. Presenting Right Formula to a broad audience who have an interest in sport and entertainment marketing and setting the solutions agenda, the role holder will understand a parties marketing challenges and build suitable solutions to maximise their investment.

## Objectives

- Work closely with creative teams, Commercial teams, and client teams to drive brand and business solutions across a large pool of clients. This position is an exciting opportunity to develop impactful business results through data mining, measurement, and audience exploration
- The Executive helps measure the impact sponsorship has on consumers from a brand and ROI perspective using syndicated data, primary data, and client business data. The candidate uses research, data, and analytic techniques to answer key client business questions, develop advanced 'test-and-learn' approaches that roll-up to the client's larger learning objectives, and implements best practices around research, analytics and campaign measurement
- Additionally, the executive drives considered information into the Commercial team to ensure rich emotional and behavioral audience understanding to present to the clients, and connects the audience's needs to the overall marketing strategy and objectives. The role holder will have a strong ability to build and distill knowledge, seamlessly executes innovative research projects, and suggests ways to apply those learnings to drive business value

## Key Responsibilities

- Support of the successfully use and deployment of commercial outreach via CRM
- Support on Qual and Quant research on their customer base – and drive new initiatives in research
- Be the 'voice of the audience', regularly publishing useful insight updates, and working in cross-functional teams across the business to shape actions arising out of consumer insights

- Utilise customer/audience segmentation and embed it as a tool across the business to shape a better approach to assisting brands
- Mine category and brand data (social listening, primary research, syndicated data) to uncover insights that will drive business results
- Work closely with the Commercial team to enhance customer insight across the business
- Engage in highly consultative sales process and show adept management of multiple buying influences within an organisation
- Provide support for brands team to ensure that the company is fully focussed on driving success for it's clients
- Support all team members to deliver on revenue and/or KPI targets
- Research, model, evaluate and plan for solutions that drive engagement with audiences for brands
- Stay abreast of key industry trends to make recommendations on new revenue opportunities
- Embody quality - ensuring that no piece of work is delivered below Right Formula's high standards

## **Skills and Experience Required**

- 1+ years in a sports or entertainment environment, with experience of sports or entertainment commercial environments
- Experience in a research/ insight position – agency ideally
- Ability to run qual and quant research activity
- Ability to unearth actionable insights from research activity
- Being able to provide Insight and report to senior stakeholders
- A demonstrated understanding of the role sponsorship plays within the marketing mix
- Strong research/insights management skills
- Ability to listen well, contribute to creative business discussions, influence the thinking of or gain acceptance from senior executives
- Ability to work autonomously when required, demonstrating an entrepreneurial spirit.
- Excel at managing multiple tasks in parallel and perform in a high energy, fast paced environment
- Competence in using insight tools to support go-to-market strategies
- Strong commercial acumen and business judgement
- Strong strategic, quantitative and analytical skills
- Strong attention to detail and excellent written and oral communication skills
- Enthusiastic, energetic and innovative approach
- The willingness to note relevant trends, learn new skills and develop creative ideas
- Creative & passionate about sponsorship, brand experience, strategy

## **Expected behaviours**

### **1. Trust**

*We make the right decisions for the right reasons.*

- Be honest and support your colleagues
- Be self-aware
- Respond constructively to feedback
- Model the behaviour you want to see
- Treat others how you would like to be treated
- Act with integrity

## 2. Passionate

*We love what we do and are driven to engage, energise and inspire.*

- Probe and test opportunities to learn new skills
- Desire to have a lasting impact in all you do
- Inspire and motivate those around you
- Be an authentic ambassador and advocate
- Actively contribute to the company culture
- Act with integrity
- Trust in your beliefs

## 3. Adventurous

*Tenaciously pushing boundaries to continuously deliver great results.*

- Do the unexpected
- Be optimistic
- Be goals orientated
- Focus on your vision
- Have determination and never give up
- Explore all avenues
- Challenge the status-quo
- Hunt innovation

## 4. Excellence

*Our broad industry knowledge and expertise allows us to not only deliver best-in-class results but exceed them.*

- Desire to do more
- Push boundaries
- Be ambitious, know the big picture
- Be clear in outcomes and objectives
- Look to remove barriers to success
- Promote improvements
- Develop an attitude of constant improvement
- Learn from others

## What we offer

- 25 days holiday per annum, plus Bank Holidays
- Perkbox membership
- Annual individual training budget
- Personal Development Plan
- Blended working – line manager's discretion
- Friday bar
- Private Healthcare (on passing probation)
- Cycle to work scheme
- Mentor programme