

Senior Research Executive - Channel Performance

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Company: Ipsos

Location: Nigeria

Category: life-physical-and-social-science

What will I be doing?

Responsible for all projects allocated to themselves and their team

Brainstorms proposals with regards to research design, costs and timing

Project Brief and Timing

Sample Design

Screeners, Questionnaire / Discussion Guide Design and Testing

Data Collection Brief

Design Tables, Analysis Plan and Coding (Tabspec, Analysis Plan, Data Request, Report Design)

Data Processing

Report Writing and Presentations

Team Development

What do I need to bring with me?

A Degree or Diploma in Marketing, Arts or Business is essential (an honours degree would be an advantage) Minimum 3 years' experience as a Research Executive in a Market Research company

Minimum 3 years' practical experience and understanding of the research process in order to coordinate a research project from start to finish

Understanding of basic methodologies and techniques to provide input into research design

Understanding of client issues and processes to enable input into client discussions, research design and analysis, brainstorming etc.

Business unit information: (. SL description) – Global SL info with Global wording – has this wording been agreed?

Company information: about Ipsos, organisation description, D&I descriptors. Global wording – has this wording been agreed?

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