

**Explorer/Savanta**



**Role Specification:  
Senior Research  
Analyst**

Classified: Private

**Location:** Remote/Toronto Area

**Business Area:** Explorer / Research

**Reports to:** Research Manager

## About the Role:

*Senior Research Analyst | Explorer | Toronto*

A Senior Research Analyst is the keystone of your client accounts, project-managing, delegating and dealing with day-to-day account activity while ensuring clients are kept informed and that any project issues are resolved.

This is a hands-on role in the delivery of high-quality research projects, applying your knowledge, expertise and analytical skills to support clients in better decision-making.

Working across multiple projects simultaneously while reporting to Project Leads, **your core day-to-day responsibilities will involve:**

- Acting as the key client contact while managing the full project life cycle.
- Designing research programs that engage our strategic target audience and enable clients to fully meet their objectives.
- Analyzing the results of the research to create a compelling story and provide strategic recommendations.
- Presenting engaging presentations, and leading workshops that help ensure our outcomes drive change.
- Overseeing project tasks carried out by the wider support team – from scripting to fieldwork and supplier management, ensuring project timings and budgets are met.
- Building new business skills - growing client accounts, writing proposals, generating and leading initiatives to evolve our offering.

### **Client Account Management and Delivery:**

- **Overall:** Supports other team members in the successful delivery of projects and smooth running of client accounts. Be a strong player within a high performing research team, fostering a culture of continuous innovation, client obsession, and service.
- **Project Management:** Shows a strong understanding of good project management principles, operating in-line with the Explorer/Savanta way of working; Works closely with internal ops team, and monitors costs.
- **Fieldwork:** Prepares draft questionnaires & discussion guides; Is responsible for monitoring fieldwork (completes, quotas, etc.), liaising with ops/ suppliers, on day-to-day basis and escalates problems where necessary; checks scripts; Conducts In-depth interviews.
- **Analysis:** Drafts tab specs & coding specs; Checks data and tables for quality and accuracy; Conducts analysis, charts data, checks charted data against sources; Summarizes audio recordings and transcripts from qualitative fieldwork; Summarizes findings.
- **Reporting and Delivery:** Attends and contributes to internal analysis sessions; Responsible for drafting sections of presentations; Attends client debriefs and supports project leads in presenting results.

### **New Business & Commercial:**

- Familiarizes themselves with Kimble and manages third party costs.
- Sources and collates supplier/ third party costs.
- Raises POs in line with Project Costings.

### **People and Team:**

- Develop & maintain a good working relationship with other team members.

- Positively contributes to team meetings and initiatives.
- Meets company expectations and displays company values.
- Act as a strong team player.
- Act as a 'buddy' for new joiners.

### **Personal Development/Profile**

- Continuing knowledge development of research methodologies, internal processes and business tools (Maconomy, Kimble, etc.).
- Share key learnings from project work with others in the business at knowledge sharing meetings.
- Build a visible profile across the team and wider business.
- Actively own personal development goals and works closely with managers to achieve them
- Contribute positively beyond core responsibilities through initiatives like Career Management.
- Raise the profile of the company through writing marketing content for publication, and posting/ sharing content on LinkedIn, social media, etc.
- Keep up to date with the market research industry by reading relevant news, publications, reports, etc.

## **About You:**

A Senior Research Analyst is someone seeking to build their skills by facilitating the work of the wider team, whilst thinking about where and how they will progress.

They will have started to develop some strong research skills and have a basic understanding of approaches and their application. SRAs are not expected to be perfect at everything but will be expected to enthusiastically get involved with a wide range of tasks helping the wider team to make client deliverables the best they can be.

Strong SRAs will demonstrate a positive attitude at all times, a willingness to learn, and have a strong work ethic. Beyond their work, they are building a point of view on where and how they will develop within Explorer/Savanta.

A tech-first mindset is essential as we pivot from a traditional market research business into a cutting-edge technology-first insights company.