

Explorer

Role Specification: Senior Research Manager

Classified: Private

Location: Ontario, Remote

Business Area: Research

Reports to: Director+

About the Role:

As a Senior Research Manager, you will play 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. You'll work across multiple projects simultaneously.

You will focus on delivering high quality insights and supporting more senior members of the team across a range of clients. You will also oversee small to medium-sized client relationships to support the delivery of the vertical delivery target and ongoing pipeline.

Ideally, the role is mixed methodology (although with a priority focus on quantitative).

There is a high level of responsibility for delivering high-quality custom research through first-class project-management, delegation, and progression of day-to-day activity while ensuring clients are kept informed and that any project issues are swiftly resolved.

You will be part of a team that strives to make efficiencies, whilst improving the quality of deliverables and looks to increase profitability on an ongoing basis. A key requirement is to have a tech-first mindset as we look to implement new techniques, automation, and AI.

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

Client Account Management & Delivering Projects

- *Overall:* Takes the lead on the project management of smaller projects; Supports other team members in the successful delivery of projects and smooth running of client accounts.
- *Project Management:* Liaises with clients on day-to-day issues on projects and responds to client requests; Manages suppliers, monitoring quality and cost. Leads on-site staff training and setup as required.
- *Fieldwork:* Leads on drafting questionnaire design; May require some travel, and qualitative and/or quantitative fieldwork, such as shop-alongs, CLTs, Lab setup, and client visit. Manages inputs and development of any necessary stimuli (including shelf development)
- *Analysis:* Builds draft presentations that move beyond reporting data to telling clear, compelling insight stories. Guides analysts and junior staff in story telling and report creation.
- *Reporting and Delivery:* Attends debriefs and presents parts of results presentations to clients
- *Technology mindset:* Adopt latest technological and AI developments, creating internal efficiencies and added value for clients

New Business and Commercial:

- Has good understanding of business / commercial thinking
- Oversees small-medium client relationships, taking responsibility for successful account management
- Reviews supplier/ third party costs, and drafts Project Costings
- Monitors project costs and raises issues where costs (time/ direct) exceed budget

People and Team:

- Play a supporting role alongside the team lead in developing a high performing team, fostering a culture of continuous innovation, client obsession and service excellence.
- Play a role in career development for junior members of staff and ensure they have appropriate objectives. Identify & deal effectively with underperformance among junior-level staff.
- Supervises the work of more junior members of staff on smaller projects.
- Positively contributes to team meetings and initiatives.
- Develop & maintain a good working relationship with other team members
- Acts as a strong team player.
- Play a supporting role alongside the team lead to drive adoption of tech solutions.

Personal Development/Profile at Explorer:

- Has good knowledge of key industry sectors and is familiar with the key brands in the relevant sector(s)
- Contribute positively beyond core responsibilities through initiatives like Career Management.
- Embody company values and meet performance expectations.
- Actively own personal development goals and work closely with managers to achieve them.
- Raises the profile of the company through writing marketing content for publication, and posting/ sharing content on LinkedIn, social media, etc.
- Active member of the team and engages in presentations/ discussions in knowledge sharing meetings.

About You:

A Senior Research Manager is a more experienced team member who is still involved in everyday project management but is becoming increasingly known and asked for by clients.

Senior RMs have strong working competency and a point of view about different research and insight techniques. They are fast workers, requiring limited supervision from more senior colleagues, and increasingly demonstrate an ability to separate cause and effect and see the bigger picture.

Strong Senior RMs have good time management skills, increasingly strong relationships with clients, becoming the go to person for new briefs, and growing commercial awareness.