JOB DESCRIPTION

RESEARCH DIRECTOR

As a senior member of the Research Team you will take a lead role in achieving the ambitious growth plans of MMR Research Worldwide Inc. The Research Director is responsible for client service, project planning, resourcing, account management, business development, team development and disseminating sensory knowledge.

Job Requirements:

Managing Client Accounts

1) The provision of a senior presence at key client interface situations with ultimate responsibility for the quality of service provided and business developed on allocated accounts.

2) Add value to the client experience in NPD and research by providing advice, consultancy and a high level of interpretation and direction, where appropriate.

3) The promotion of all mmr proprietary methodologies to all potential customers within accounts

4) The delivery of an agreed value of business from existing and new clients in line with overhead recovery and net profitability targets

Project Planning

1) Ensure that all projects are sufficiently and appropriately resourced across MMR Inc and that our recommended project management and analysis approaches are being adhered to

2) To assign teams for every project, taking into consideration:
   • existing client teams and continuity
   • skills required for the project (e.g. specialist techniques etc.)
   • current workloads
   • team dynamics/interpersonal skills.

3) To monitor on a day to day basis, resources for live projects, supplementing/modifying teams as required, and generally acting in the role of troubleshooter to ensure smooth progress of all projects.

4) To take an overview of the management of all live projects, ensuring that relevant meetings take place - initiation, mid-project update, product handling, field, data processing and data analysis briefings, debrief planning and postmortems. This will
involve direct liaison with the UK office and key personnel across the relevant departments.

5) To scrutinise proposed timings for projects and discuss them with the key departments to ensure that clients' needs are met.
   • To promote and monitor implementation of correct procedures throughout the Research team.
   • To actively lead a review of the research process, identify areas for change and manage such change together with the implementation of an ongoing monitoring process.

6) To keep abreast of outstanding proposals to foresee and plan workload levels.

7) Provision of internal consultancy, to sign off and manage the costing of all proposals and ensure that overhead recovery targets are monitored and advise the Vice President on a regular basis as to actual results against target.

8) Provision of internal consultancy and sign off on research design and debrief content.

9) Help with the identification and implementation of organisational efficiency improvements including ways of reducing direct costs.

Resourcing

1) To line manage all Research staff within MMR Inc team, planning their career development, identifying training needs, supporting them with their own line management responsibilities, conducting appraisals

2) To identify future resource needs within the Research Team and submit proposals with costs for consideration within the budget.

3) Ensure that the research team recognise the need for growth and for change and given sufficient opportunities to develop and succeed within the business

4) Foster an environment which is rewarding, where people have a passion for MMR and where people enjoy their job (albeit with a high degree of challenge)

5) Coach and mentor the research team to help realise their developmental potential and identify additional training needs where necessary

Business Development

1) The generation of New Business through warm leads generated by mmr and from other personal contacts.

2) The generation of warm leads through promoting awareness of mmr amongst potential clients and contacts.
3) The identification of business risk and development opportunities within accounts and the implementation of appropriate solutions.

Team Development
1) Take a lead role in establishing development plans for the more junior members of the team
2) Act as a mentor for the team

**Additional Comments:**

Experience in Sensory research is preferred as you will be expected to utilise this knowledge to enhance a client’s brief and to cascade your knowledge of this area to the more junior members of the team.