



Job Description

Job Element	
Job title:	Research Analyst
Department:	Strategy
Reports to:	Junior Product Manager
Responsible for:	Meeting the research requirements of the business through data collection, analysis and interpretation that supports Liaison's product development and overall business strategy.
Location:	Main location: Worcester – some UK travel required
Job summary:	Supporting the strategy department with researching and analysing information from internal and external sources including clients, colleagues, internal systems and environmental scanning, to create meaningful information and insight that helps the business make informed decisions on product and market direction.
Qualifications:	University degree or college diploma in business, marketing, economics or related field 1 year work experience in a research related role preferable but not essential
Profile:	<ul style="list-style-type: none"> • Excellent project management, business writing and reporting skills • Proactive and self-motivated approach • Highly effective time management and organisational skills • Strong analytical and problem solving skills • Exceptional written and verbal communication skills • Excellent use of MS Office Word, Excel and PowerPoint • Flexibility to travel (UK only)
Principal Tasks and Activities:	<ul style="list-style-type: none"> • Design and conduct research projects into potential new markets/products • Collect data from internal and external sources through desk research, surveys and interviews • Analyse and interpret the impact of research outputs/data • Prepare reports and presentations on key findings and recommendations • Regularly monitor market data to identify factors impacting market demand • Provide regular client segmentation, market sizing and product analysis • Liaise with sales and marketing teams to gain competitor insight and impact • Support Strategy with production of MI reporting/dashboards

Miscellaneous:	<p>In addition the postholder will be expected to :-</p> <ul style="list-style-type: none">• Undertake training and development deemed necessary for the pursuance of the post.• Ensure that Health & Safety is observed in the course of employment.• Comply with the contract of employment and company policies and procedures.• Comply with any reasonable requests which may be communicated by the company from time to time <p>This job description does not attempt to define, in detail, all duties and responsibilities and may be subject to periodic review and alteration by the company.</p> <p>The Information Security Management System applies to the Liaison Information System and relevant assets incorporating recovery and compliance services to the public sector.</p>
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