



DMA Group Research Manager – Candidate Brief

The DMA Group Research Manager role presents an opportunity to spearhead and develop a thriving industry's research and insight. Research sits at the heart of the DMA Group's activity – from vital insight for lobbying and PR activities to foundation studies to uncover game-changing customer research.

The successful candidate will be the driving force behind flagship studies such as Consumer Attitudes to Privacy and the Economic Impact of Data Driven marketing as well as creating new projects that uncover future trends around technology, data, craft and customer behaviour.

The DMA Group is perfectly positioned to benefit from input from key stakeholders across brands, agencies and technology companies whilst influencing and driving change at a senior level. DMA thought leadership is frequently quoted in the media and plays a significant role in informing government departments and regulators about the current and future state of play.

Role profile

Job Title:	Research Manager
Reports to:	Head of PR
Division:	Group PR & Marketing
Hours of work:	37.5 hours per week
Contract:	Permanent contract with three months' notice required on each side. There is a probationary period of three months.
Holiday:	23 days per annum, plus statutory holidays
Location:	DMA House, 70 Margaret Street, London W1W 8SS

Why you would want this role

- The nature of the DMA Group's activities means you would gain insight into numerous marketing sectors, giving you extensive exposure to the marketing and advertising industry as a whole.
- Compared to similar research roles, your remit would not be limited to research production and analysis, but would also involve the strategy, marketing and PR to achieve maximum exposure of the DMA's research.
- This would be a great opportunity to work in a collaborative but entrepreneurial business environment, alongside leading figures from an array of the UK's top brands, agencies and suppliers.
- The role offers the opportunity for hands-on involvement in building a research department, with a key focus on growth and sponsorship.

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Purpose of job

The purpose of the role is to ensure that DMA Group continue to position itself as the leading source of insight, from channel-specific benchmarking to industry wide research reports.

The group research manager will be responsible for devising and implementing the research strategy for the three DMA businesses: the DMA, IDM and Employability. This will include project managing the research campaigns, as well as developing, analysing, and interpreting the DMA Group's research and benchmarking surveys.

Key responsibilities

- Be the first point of contact for all research conducted by the DMA Group, including liaising with sponsors and the sponsorship team and the presentation of research findings at events (both internal and external).
- Manage internal and external stakeholders – including members' expectations in the identification and conduct of new and emerging research priorities, and partnerships with other organisations and research suppliers thereby expanding the DMA Group's research portfolio.
- Project manage up to 20 DMA Group research projects from briefing stage to launch event, including broad sector-wide research projects, channel-focused benchmarking reports, volunteer-led special interest insight and bespoke surveys for internal use.
- Create research briefs, proposals and campaign plans. Develop, script and test research methodology to ensure veracity and consistency. Analyse and interpret results using both quantitative and qualitative methods. Apply analytical experience and training in statistics to organise data, illuminate findings, and identify and interpret relationships and patterns within datasets.
- Prepare presentations, reports and other written summaries that are organised in a logical manner and clearly communicates findings, including thought leadership content for the DMA Group websites and PR.
- Coordinate all research marketing and PR, in liaison with the membership, marketing and PR teams to increase both participation and exposure for DMA Group research.
- Research and maintain knowledge of best practices relevant to one-to-one data-driven marketing, providing ongoing improvement and advice for DMA Group business plans, contribute to annual research strategy, including input on the development of tools, techniques and processes

Candidate specification

- Educated to at least degree level
- Survey research, analysis, and project management experience
- Client-service experience

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Key qualifications & experience

- Experience working with survey databases and complex technology tools, including advanced online survey tools, particularly Qualtrics.
- High comfort level with IT systems and good working knowledge of Microsoft Office Suite and Outlook, advanced knowledge and skills using Excel is required.
- Aptitude for using and learning new software tools and databases.
- Evidence of the ability to interpret and analyse survey data using a statistical software package, such as SPSS.
- Strong analytical, organisational and project management skills and the ability to work to tight deadlines in highly organised manner.
- Efficient planning and project management skills, multi-tasking on projects across different sectors and marketing channels.
- Proficient secondary researcher with a keen eye for detail, creative and analytical mind, and concern for accuracy.
- Excellent presentation skills and confidence to identify and discuss key research findings at conference and events.
- Competent and confident at moderating focus groups/interviews and training teams for face-to-face and CATI interviews.
- Excellent time management and prioritisation skills with ability to manage multiple projects
- Excellent oral and written communication skills
- Ability to work independently and with a team, including volunteers

Desirable skills

- MRS or RSS qualification and/or membership
- Excellent relationship-building and client-services skills
- Online survey research experience within a membership and/or not-for-profit organisation
- Experience and knowledge of one-to-one data-driven marketing
- Creative and innovative in developing business ideas, products and services, and implementing them
- Ability to take a task from the start to completion working on initiative and without supervision

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Key measures

Specific targets will be confirmed according to the DMA Group's business goals and plans. Performance is measured by the exposure that research generates, as well as feedback from the DMA membership on the quality of work.

Contact with others

This role will involve working closely with the rest of the Group's Marketing and PR teams, with certain projects involving direct contact with the CEO and individual business MDs. It will also include regular contact with Group's commercial, councils, events and membership teams, as well as DMA members, sponsors, suppliers and partners.

Salary & Bonus

Up to £35,000 annually depending on experience

Interview schedule

After CNSR screening process:

Stage 1: Interview with Rachel Aldighieri (Managing Director) and Tim Bond (Head of PR)

(Additional research task to be set if progressed to the stage 2)

Stage 2: Presentation of research task to Tim Bond and Rachel Aldighieri, MD of the DMA

Stage 3: Meeting with Chris Combemale, CEO of DMA Group

About DMA Group

The UK is a world leader in digital innovation and data-driven marketing, creating jobs and driving growth. The DMA Group is at the heart of these creative, data and digital industries, leading the way in developing a sustainable future and promoting the highest standards and professionalism in one-to-one marketing. The DMA's vision is to create a vibrant future by putting one-to-one communication at the heart of every business, even society: promoting organisation-consumer relationships that are genuine, in touch with the individual's needs, inspiring, helpful and mutually beneficial.

As the largest professional association in representing companies working in the UK's one-to-one marketing industry, the DMA's mission is to create a stronger profession by helping every company and every individual to be better at what they do. The insight the DMA offers on the current state of play and future of the industry is central to delivering on the vision and values of the organisation:

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Our Vision:

- To be a vital and inspiring partner – always positive, always in touch. Together, we will create and champion a vibrant future for all our members.

Our Values:

- **Genuine:** We are transparent and honest in all that we do.
- **In-Touch:** We are open, intelligent and never lose sight of the needs of our industry and members.
- **Inspiring:** We are vibrant, energetic, and creative.
- **Helpful:** We work as a team, sharing goals and supporting all our stakeholders.

The team also provides members with the strongest framework for driving member organisation's success through its host of training & qualifications, unlimited legal advice, political lobbying, business-critical research, educational, professional development and networking events, niche tools and resources, the latest and most creative thinking and the greatest community of digital and direct marketing experts, leaders, shapers and creators to support and inspire the sector.

Through its Employability team, the DMA Group inspires the next generation of talent, while creating clear pathways for young people to join the industry, providing them with the marketing skills and connections they need to get that first job.

The Institute of Direct and Digital Marketing is the UK's only government-approved Institute for the professional development of direct and digital marketers, offering a broad range of practitioner-taught training courses and ten internationally recognised professional marketing qualifications. It is also a membership organisation, providing status, knowledge and networking opportunities to today's senior marketers, and an educational trust, supplying learning materials to higher education alongside initiatives to help university graduates take their first steps in the marketing profession.

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