

Job Description

<i>Job Title:</i>	Market Research Executive (temporary)		
<i>Department:</i>	Research & Insights	<i>Reporting to:</i>	Market Research Manager
<i>People Responsibilities:</i>	None		

Main Purpose of Role: To work with the Market Research Manager and colleagues on the association's market and customer research, specifically administrating, performing, designing market research, data analysis and report outputs to enable the HTA to support and inform its member businesses.

The successful candidate will have an inquisitive mind, not take information at face value and be a problem solver willing to get stuck in to work collaboratively within a small team. This post would be ideal for a recent graduate, individual looking for an entry-level role in market research or candidate with previous market research experience looking for a temporary opportunity in a varied, interesting role.

Role Responsibilities:

- To work with the Market Research Manager and colleagues to design and deliver research studies; including the recruitment of participants, data collection methods, and reports which support business benchmarking and improvement in the HTA and among its members.
- To conduct desk research and analysis to produce market, customer and category insights to HTA member businesses, stakeholders and internal colleagues using a variety of HTA's own data and external third-party sources. Projects will include monitoring the state of trade and factors affecting it, as well as trends in the market that will present threats and opportunities for garden businesses.
- To perform numerical analyses on our own- and third-party data, including retail barcode-level transactions shared with the association by its members, CRM data, government statistics, consumer attitudinal/behavioural measures and customer satisfaction metrics to turn figures into actionable recommendations with the support of colleagues.
- To work alongside the team to support the provision of HTA's business benchmarking studies for members, performing data quality checks and providing systems administration support to encourage improvement in the HTA and among its members, liaising with external suppliers where appropriate.

- To work collaboratively with colleagues to ensure the above is effectively communicated to key staff and/or members through agreed annual plans, processes, and frameworks for member engagement led by the marketing team.
- To use, and support colleagues and member businesses in using the research and insights produced by the team, including via presentations, following up to assess what use has been made of the analysis and recommending improvements to manager.
- To quality assure data and research methods to ensure the accuracy and validity of analyses produced by the HTA, performing data cleansing and administrative tasks when required in a timely and regular way.
- To contribute to ensuring the membership database (CRM) and HTA website is kept up to date, and members can access the market information.
- Following organisational process and procedures to ensure member expectations and agreed service level agreements are met.
- Managing and protecting member and customer information in accordance with HTA policy and General Data Protection Regulations.
- Undertaking such other duties, commensurate with the responsibilities above, as may from time to time be required by members of the HTA management team.

Person Specification

Essential Skills and Qualifications:

- Degree level qualification or equivalent work experience in a relevant discipline involving interpretation or analysis of complex data sets such as the social sciences
- Appreciation and understanding of good practice in designing research and data collection to support specified business or project needs
- Strong desk research skills with the ability to critique a source's reliability and validity
- Strong problem-solving skills and ability to use own initiative
- A good team-worker, with desire to work collaboratively as part of a wider team made up of staff with varying areas of expertise, and to support colleagues through insights and recommendations
- A questioning, curious nature to get to the bottom of a business issue/problem and find evidence-based solutions
- Excellent written English
- Ability to handle detail accurately and where required to perform data cleansing work to maintain the integrity of data sets
- High level of personal integrity to ensure research is conducted and provided accurately and to expected standard



- Skilled in using Microsoft Office packages such as Outlook, PowerPoint and Excel
- Full UK Driving Licence and vehicle for travel if required

Desirable Knowledge, Skills and Experience required:

- Experience presenting research findings to non-specialist audiences
- Experience in working with data analysis packages such as Tableau or SPSS
- Experience working with professional survey packages such as SurveyMonkey or Voxco
- Familiarity of digital analytics packages such as Google Analytics or Facebook insights
- Interest in the role of trade associations or similar bodies in representing member interests to government and media
- Membership of a professional body such as the Market Research Society
- Experience of having worked in project environments such as Prince2 or SmartSheets
- Previous experience within the Horticulture industry
- An enthusiasm for gardens/gardening, the outdoor environment and contributing positively to it
- An enthusiasm for sustainability and the environment

HTA Core Purpose

We help our members to flourish

HTA Mission Statement

‘On behalf of our members we promote, support and nurture our industry to ensure a robust and sustainable future.’

Our aim is to recruit and retain people with the behaviours that support our mission and who will grow with us and achieve more.

Our Values**Collaboration**

Approachable, responsive and helpful, nothing is too much trouble. Enthusiastic, self-motivated and confident with a ‘can do’ attitude

Integrity

Demonstrate honesty, trust, openness and respect when liaising with people. Treat everyone as an individual and be responsive to their needs

Innovation

Keen to develop and learn new skills. Welcomes change, is flexible and can adapt and deal with various demands. Pro-active, open to new ideas and encouraging of ways to continually improve

Influence

A good communicator who listens and is able to express themselves clearly. A professional and informed approach to our members and customers. Providing specialist knowledge leading to a fulfilling experience