



Market Research Executive

Role Profile

Role Title	Market Research Executive
Department	Research & Insights
Reports to	Market Research Manager
Location	Office based
Hours/week	Full time (35 hours/week)
Status	Permanent Contract
Role purpose	To work with the Market Research Manager and colleagues on the association's market and customer research. Specifically, planning, performing and designing market research and data analysis and communicating insights effectively to enable the HTA to support and inform its member businesses, lobbying and sustainability programmes, and the association's own decision making.
Line management:	None
Key areas of responsibility	<ol style="list-style-type: none"> 1. Specifying, designing & implementing research studies 2. Performing data analysis 3. Monitoring & reporting 4. Administration of systems & services 5. Communicating/promoting the work of the team
Key stakeholders	<ul style="list-style-type: none"> • All colleagues • Member businesses • Journalists/media/students
Key performance indicators	<ul style="list-style-type: none"> • Tasks are completed to timescales agreed with manager & within the team • Tasks are prioritised and organised effectively to ensure simultaneous projects are delivered, escalating any workload issues to manager • Data quality checks are conducted to ensure accuracy of data & insights shared • Outputs demonstrably deliver value for members and colleagues • Where possible, multiple sources of data are referenced before drawing conclusions which are critically evaluated • Information is not taken at face value, and validity is consistently challenged • A keenness for learning & finding new, improved ways of doing things is demonstrated • Market information requests are dealt with or escalated promptly as agreed within the team <p>MRS ethical & data protection guidelines are adhered to at all times</p>

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

Our culture is centred on our 4 organisational values of **Member Focused**, **Inclusive & Collaborative**, **Trusted** & **Innovative** ('MITI'). Our values are our guiding principles, our beliefs. They reflect the way the HTA operates, how we make decisions, and they shape how we behave with each other, our members and external stakeholders. They underpin everything we do at the HTA.



HTA Values

Key Responsibilities

1 Specifying, designing and implementing research studies

- Collaborate with colleagues and internal stakeholders to tease out business and research objectives
- With support of manager, determine most appropriate research method(s) to answer objectives
- Produce research briefs for external suppliers that clearly and concisely convey business and research objectives and output requirements, conducting competitive reviews where appropriate
- Work with suppliers and external agencies to ensure research studies deliver on the objectives to agreed timescales
- Design questionnaires that deliver on objectives, and other data collection tools (i.e. discussion guides, stimulus materials etc.) as required
- Query CRM to accurately generate sampling frames and mailing lists
- Design and contribute to effective communications that incentivise participation in our research, working collaboratively with colleagues across the association to maximise response rates and ensure communications are aligned with the rest of the business

2 Performing data analysis

- Perform data quality checks to assess sample representativeness and validity
- Perform data cleaning where necessary, identifying any data inconsistencies and applying any appropriate corrections
- Perform numerical analyses, mining and/or modelling on HTA's 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
- Identify data patterns, trends, segmentations and the 'story' within the data, to turn figures into actionable business insights and recommendations that deliver on objectives
- Perform qualitative analyses, accurately distilling written or spoken words into themes, ensuring any knowledge gaps are addressed by flagging to manager/colleagues to allow for valid interpretations
- Critically evaluate the reliability and validity of results and conclusions

3 Monitoring and reporting

- Produce written reports that enable better business decision-making amongst members and describe the market to the media and external audiences, using a variety of HTA's own data and third-party sources collated via desk research, including on the state of trade and consumer behaviour
- Monitor, track and report on metrics used internally to inform activity, including member satisfaction, member business outlook and overseas trade
- Monitor the team's shared mailboxes to the agreed rotas across the team, promptly handling research enquiries, dealing with data cleansing flagged by auto-replies and/or flagging to manager/the wider team for the best way to handle it

4 Administration of systems & services

- Support the provision of HTA's business benchmarking studies for members, performing data quality checks and providing systems administration support, including liaising with third party suppliers where necessary, to encourage improvement in the HTA and among its members
- Proactively seek-out and progress retailer sign-ups to the HTA's Garden Retail Monitor system as divided between the team, liaising with the EPOS provider, setting up the retailer stores, mapping the department hierarchy, creating the FTP folder, and ensuring a minimum of 2 years' historical data is received and future data flows in correctly
- Contribute to ensuring the Statsbank for internal use is maintained and kept up to date

5 Communicating/promoting the work of the team

- 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
- Produce content for HTA's email newsletter to promote participation in or engagement with HTA market research
- Communicate with member-facing colleagues across the business to encourage participation in or engagement with HTA market research
- Work collaboratively with the marketing team to ensure the market research area of the HTA website is kept up to date
- To use, and support colleagues and member businesses in using the research and insights produced by the team, following up to assess what use has been made of the analysis and recommending improvements to manager
- With support of manager, represent the HTA on cross-company projects and presentation opportunities

Essential Qualifications, Experience & Skills

- At least 3 years' experience in a market/social research or insights role
- Appreciation and understanding of good practice in designing research and data collection to support specified business or project needs
- Excellent written English and verbal communication skills
- Strong desk research skills with the ability to critique a source's reliability and validity
- A proactive approach and strong problem-solving skills, including ability to make assumptions using multiple data sources where there may be gaps in information or existing research
- 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 research-based solutions, with ability to think critically and not take information presented at face value
- Ability to handle detail accurately and where required to perform data cleansing work to maintain the integrity of data sets
- Comfortable using Microsoft Office packages such as Outlook, PowerPoint and Excel

Desirable Qualifications, Experience and Skills

- A degree-level qualification in a relevant discipline involving designing research tools, interpreting data sets and delivering insights such as the social sciences
- 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
- Market Research Society qualification
- Experience of qualitative research (e.g. depth interviewing, focus group moderation)
- Familiarity of digital analytics packages such as Google Analytics, Hotjar or Facebook insights
- An understanding of the principles of benchmarking
- 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