



What's it like being a: Custom/Ad hoc Research Executive
(Healthcare Market Research Agency)

What are the main responsibilities of your role?

Working on research projects from start to finish, including writing proposals to win new business. Liaising with various departments to ensure that research is carried out on schedule. Preparing materials such as questionnaires for on line research and discussion guides for face to face interviews. Analyzing and drawing conclusions from the research findings and preparing and delivering the final presentation or report to the client.

What key skills are required in your role?

Organizational skills are important. On each project you have to liaise with lots of different people for example clients, data processing and the fieldwork department. Good timing is also important as projects usually run to tight deadlines and you will be involved in several projects at once. Curiosity is essential as projects generally involve researching to solve a problem.

What is a typical day like in your job?

The day typically starts with checking and responding to e-mails. Then possibly conducting analysis on completed interviews/questionnaires, or preparing materials for research. The day will almost certainly involve liaising with the fieldwork team who organize the research, updating the clients on project progress, which may be by e-mails or teleconference, preparing presentations or proposals or designing materials to be used in forthcoming fieldwork. Essentially the things that you do each day are determined by the stage of the projects you are working on at any one time.

What are the most enjoyable/most challenging aspects of your role?

The variety that comes with working on lots of different projects and carrying out different types of research. One of the most challenging aspects is managing clients' expectations, and dealing with the problems that can arise when client priorities change at the last minute.

How did you get into Healthcare MR?

Joined a graduate scheme at a large market research company within the healthcare department.

What are the career/personal development opportunities available?

As you do lots of different types of research it gives you an opportunity to find which area you are interested in, and then specialize.

What do you think is the most attractive thing to new comers about your job?

The projects and research areas are very varied, so you work on lots of different projects instead of spending time on one tracking study. This gives you lots if experience of different types of research.