



**What's it like being a:** Graduate Trainee Research Executive – Syndicated  
Research  
(Healthcare Market Research Agency)

*What are the main responsibilities of your role?*

- Responsibility for providing feedback on the work of our analyst in Kuala Lumpur and training where necessary
- Analysing market data for client presentations
- Constructing client presentations
- Ensuring fieldwork and data processing timelines are met by coordinating with contractors and internal clients
- Presenting findings to clients whether it be via meetings in person or over the phone
- Checking data every quarter to ensure accuracy
- Responding to individual client queries
- Working on ad hoc projects where necessary

*What key skills are required in your role?*

- Project management
- IT skills, specifically with Excel, PowerPoint and data manipulation
- Client handling, good communication and relationship building
- Enjoyment of analysis
- Presentation skills, you must be comfortable in presenting to clients, who can often be senior management.
- Numeracy

*What is a typical day like in your job?*

There isn't really a typical day; it really depends at what stage of the research process we are at. During our busy periods of the year when we have just received that quarter's data I will generally be working on:

1. Updating different client presentations so that they meet the clients current business needs
2. Responding to and specific client requests that we may receive regarding previous quarter's data, or asking for specific analysis for the current quarter's presentation.

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

Tracking trends and changes in the market is interesting in itself but actually providing insights into what the data is showing and why is much more rewarding.

Presenting to clients is probably the most challenging part of my job as this is when you have to stand up and communicate what exactly your research has found. Sometimes this can be to a room of high level management and you could be telling them things they don't want to hear. You can be challenged on your findings, so you have to be really knowledgeable about every aspect of the research. The added bonus of course is that all my clients are in the USA so I get to spend a week or two out there every quarter!

*How did you get into Healthcare MR?*

I knew I would enjoy working in the Healthcare industry after spending a year on placement working for a large Pharmaceutical company. I didn't want to work in a laboratory environment despite my degree (Biology) allowing me to do so. I did know that I still wanted to be able to have a job that involved analysis and a degree of creativity. In the end I applied for a number of jobs through the milk round website, in a variety of industries. The company I now work for, Synovate was one of them and I really like the company's ethos and the attitude of the staff I met at the assessment day and once I was offered the job I took it!

*What are the career/personal development opportunities available?*

I am on a one year graduate development program in which I have 3 structured periods of training lasting 7 weeks in total. The first 5 weeks of the program were spent working on a team project working through every stage of the research process. The remaining training periods are dedicated to client handling and research solutions. In addition to this in every role/ rotation on the job training is provided.

All employees have a personal development plan, for which goals are set at the beginning of the year and performance is measured against. Career opportunities are good with the company preferring to nurture existing talent and promote internally than hire external staff.

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

The most attractive thing about my job is the opportunity to work with the biggest pharmaceutical companies, with opportunities to really influence the business decisions they make through the quality of our market insights and presentations. The frequent international travel is definitely a bonus too!