

SENIOR RESEARCH OFFICER

JOB DESCRIPTION

Job title	Senior Research Officer
Department	Public Relations, Press and Media
Office location	Arbon House, 6 Tournament Court, Warwick, CV34 6LG
Reporting to	Public Relations, Press and Media Manager
Salary	Up to £40,000 dependent on experience

COMPANY VALUES

- We act with integrity
- We are member-focused
- We are industry leading
- We are ambitious
- We champion education

The Company:

Propertymark is the go-to organisation for property transactions and our focus is on helping people buy, sell, and rent their treasured homes. We help to protect and guide consumers in property transactions and all agencies displaying the Propertymark Protected logo meet higher standards than the law demands.

Propertymark is a membership organisation comprising several divisions and a sector-leading professional awarding body, Propertymark Qualifications. Members have to adhere to strict eligibility criteria and a code of practice, we provide resources, training, events and professional services to support the thousands of estate, letting and auctioneering agencies that are in membership.

JOB PURPOSE

Propertymark's research operation exists to power the housing sector with wide ranging insight that gives clear evidence and statistical awareness on key subject matter.

Housing is one of the very few subjects that has a universal appeal for almost every person across the entire UK. Our forward-thinking ambition regarding data collection and analysis stands directly in the middle of our desire to create an innovative and stronger housing sector that delivers for the future.

Data is pivotal to our operation internally, in terms of both understanding and communicating information with our membership base and delivering statistical analysis that inspires awareness on keynote subject matters relevant to the industry. Our data gathering objective is to create market leading information and evidence that helps steer political debate and the future direction of housing legislation. The position also includes playing an integral role in powering the national news agenda regarding all housing related subjects.

You will work with colleagues across the business to design, implement, process and report on research concepts that bring value and knowledge for those who work within the sector, and specifically our membership base. Your ideas and experience will be target driven, and you will possess a passion for engaging with stakeholders to deliver information and reporting that creates impact.

Within your remit, you will demonstrate a strong experience of managing multiple complex research projects from end to end, as well as having a keen interest in embracing new technology to deliver streamlined user centric reporting in a way that drives progression and produces powerful influence.

Propertymark has nearly 19,000 members and works across five divisions and all four nations. The successful candidate will be fundamental in managing, reviewing, and developing Propertymark's current data and research collection, including regular monthly surveys.

You will deliver forward thinking concepts that drive our ongoing ambition in the sector, present a keen eye for how technology can assist in creating and managing market leading research provision, as well as suggest areas of research that present unique opportunity to steer the sector via a data driven approach.

Within the role you will work with research partners from industry, institutes and universities to produce innovative insights and advance the boundaries of knowledge relevant to our membership.

Your work will contribute to maintaining Propertymark as the primary recognised industry voice.

Main Duties and Responsibilities:

- Review, process and develop Propertymark's monthly data collection and reports.
- Build and coordinate the release of surveys to members in collaboration with key stakeholders.
- Analyse results from monthly and quarterly member surveys and produce reports for varied audiences.
- Work with key data partners in the analysis of market trends for monthly reports.
- Identify research gaps and set priorities for research activities in collaboration with key stakeholders.
- Construct research proposals, drafting research briefings for internal use and for external commissioning.
- Expand and maintain the network of research partners and contacts.
- Design and manage research with partners from industry, institutes and universities.
- Conduct literature reviews.
- Use primary research methods to conduct original research, including commissioning surveys and conducting interviews/workshops.
- Use relevant quantitative and qualitative research methods to analyse data and draw relevant insights.
- Identify and apply for research funding.
- Develop and manage research roundtables / result dissemination events.
- Monitor, analyse and track headline/inclusion trends from external data and research e.g., government statistical releases, market reports, and influential industry stakeholders for use in report writing and supporting the Press Team with comments.
- Support Policy and PR teams by providing data, patterns, reports and trends from research which support positions and business narratives.
- Produce regular market commentary for a public/member audience through LinkedIn or YouTube.
- Attend monthly member forum meetings and draw key market insights.
- Arrange meetings with key stakeholders to stay on top of current professional and market trends.
- Attend and present at Propertymark conferences, functions and staff briefings across the UK where required.

Key working relationships:

- Public Relations, Press and Media Team
- Policy and Campaigns Team
- Marketing Communications Team
- CEO
- Senior Managers
- Key industry stakeholders
- Research partners

JOB REQUIREMENT/SKILLS

- Attention to detail and accuracy in work.
- Ability to work creatively and proactively.
- Ability to present information clearly, orally and in writing.
- A good level of mathematical literacy (comfortable using and interpreting data)
- Ability to manage complex and multiple research projects.
- Versed in research ethics and passion to enhance systems via new relevant technologies.
- Ability to translate policy questions into viable researchable questions and well-designed research specifications.
- Ability to identify gaps in the evidence base and to make sound recommendations for how this can be managed.
- Ability to identify significant points and trends from research or other information and draw out sound, logical conclusions, for example, picks out key messages from dense data sets.

EDUCATION/EXPERIENCE

- A working knowledge or interest in the housing sector (with experience of a membership organisation and knowledge of housing related policy being advantageous)
- Proven experience of designing, managing and reporting on data driven projects.
- Understanding of academic research environments and incentives.
- Experience of commissioning research.
- Experience of planning and conducting research.
- Experience working with external research partners including industry bodies, consultants, and academics.
- Experience converting scientific findings and data analysis into policy relevant outputs.
- Worked closely with and collaborated across departments and disciplines, both internally and externally at all levels of seniority.
- Social science methods training, including both quantitative and qualitative methods.
- Experience commissioning surveys and conducting interviews/focus groups/workshops.
- Production of reports, advice and briefings in collaboration with and for senior stakeholders.
- Coordination of competing interests for mutual benefit.
- Writing and presenting to diverse audiences.
- Experience of long-term handling, managing and interrogation of multiple data sets.
- Working knowledge of suitable data processing software and platforms.

Please note this position is fully based at our Warwick office (just near J15 of the M40) and may require occasional travel to fulfil all the requirement of the position.

COMPANY BENEFITS

- Healthcare cash plan
- Insurance cover, four times annual salary
- Five per cent employer contribution pension plan
- Generous annual leave allowance rewarding length of service, with an additional day of birthday leave
- Corporate bonus to reflect business performance
- A variety of regular social events to help staff get to know each other, stay in touch, and have fun
- Easy access location with free parking, fruit, and refreshments with fully equipped break facilities.