Job Description

Title: Research Executive (Qualitative)

Area of focus: Market Research Projects

**About Ipsos**

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of € 1.780 million in 2018.

With offices in 89 countries, Ipsos HK delivers insightful expertise across nine service lines: Brand Health Tracking, Audience Measurement, Heathcare, Ipsos UU, Customer Experience, Mystery Shopping, Market Strategy & Understanding, Observer & Social Intelligence Analytics.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos’ offerings and capabilities.

Role Objective / Purpose

This role is responsible for providing support to the qualitative team on day-to-day management of research projects, including client servicing, inter- and intra-office project coordination and analysis, report writing for market research projects.

**Role & Responsibilities:**

* Prepare screeners and invitation letters for recruitment.
* Deliver fieldwork briefing to ensure the interviewers are clear about the purposes and logic of the flow of the screening questionnaires.
* Liaise with fieldwork operations to ensure the progress of recruitment is well communicated and monitored to minimize disruption of delays.
* Design discussion guides to ensure they prompt meaning findings and are actionable.
* Provide moderation for basic qualitative methodologies, such as focus groups and in-depth interviews.
* Assist senior members on the logistical organization of focus groups.
* Assist senior members on analysis and draft report to present easy-to-read and meaningful linkage to conclusions.
* Assist in proposal preparation and cost estimation to achieve competitiveness and cost effectiveness.
* Assist senior members on ad hoc projects as assigned.

Person specification

**Qualification:**

* Fresh Graduated
* University degree holder, preferably with major in Psychology, Sociology, Marketing or Languages

**Knowledge:**

* Marketing and business learning / knowledge an advantage
* Knowledge of basic qualitative research methodologies

**Skill:**

* Hold some methodologies on remarking research and techniques
* Excellent command of written English and spoken English and Cantonese
* Good analytical and problem-solving skill
* A positive and proactive team player with good communication skills
* Cheerful and sensible personality with good inter-personal skills
* Meticulous, able to handle multiple tasks efficiently and in an organized way

**Other Requirements:**

* Willingness to work beyond office hours when required

We offer an attractive remuneration package with 5-day work week to the right candidates. Interested parties please send resume to recruitment.hongkong@ipsos.com. All information collected will be used for recruitment purpose only. The Company may retain applications for future opening or other appropriate positions within the Company. Resumes received will be destroyed within 12 months.