

The logo for Eden Project, featuring the words "eden project" in white lowercase letters on a dark red rectangular background.

JOB DESCRIPTION

Job Title: Research Manager

Job Family: Commercial and Development

Job Ref: C&D013

Job Family Definition

Roles within the Commercial Services job family are focused on increasing and generating income, through creativity, branding, innovative business development, and funded projects; in order to make Eden sustainable, successful and a leading, value-for-money visitor attraction.

Role Purpose

To devise and manage the research and evaluation of the Eden Project providing visitor insights and generating customer-focused management information that supports various teams and functions within Eden. Responsible for the production of data that is used to make decisions regarding the destination, and also be used to evaluate the performance of various events, funded projects, bid support, potential sponsorship support, sponsorship evaluation and seasonal offers. Reporting to the Sales & Marketing Director, and working with them to devise the scope of the research programme.

Responsibility for line managing a market research apprentice, interns and other short term contracted roles required at times for funded project support. The role holder will also represent Eden from a data, trends and research perspective on forums and professional bodies such as CATA, ALVA, Visit Cornwall, Visit England and the South West Tourism Alliance.

Key Accountabilities

1. Working with the Sales and Marketing Director to develop and devise the research and evaluation strategy and plan that supports the marketing and visitor economy strategy. Provide the organisation with accurate and reliable statistical evidence on actual visitors and potential visitors.
2. Producing (through profiling research) and reporting quality measures including overall satisfaction, likelihood to recommend/revisit, value for money standards of service quality, analysis of trends in spend per head and dwell time and seasonal evaluations to aid with the Exec and SMT 'decision making'
3. Act as the main point of contact for receiving and sharing of visitor numbers, demographic and quality measures data with bodies such as Visit England, the Association of Leading Visitor Attractions, CATA, Visit Cornwall and South West Tourism Alliance and also potential funding partners and sponsors. Represent Eden on industry research panels and at relevant conferences where appropriate..
4. Develop and deliver methodology and questionnaire design for research and evaluation studies across departments, including when necessary supporting research evidence for funded projects, sponsors and supporters
5. Follow developments in other attractions, museums, botanic gardens etc. that might benefit visitor profiling and research work and keep abreast of key sector developments. Report industry trends which provide benchmarks for Eden Exec, SMT and marketing team
6. Manage and negotiate research undertaken by third parties (including by agencies and contract workers)
7. Act as manager and mentor of market research apprentices, internships and any temporary or permanently contracted staff within the market research team

Demands of the Role

Education and Qualifications	Educated to degree level, preferably within a relevant field. Accredited Market research related qualification. Knowledge of SNAP survey software or equivalent
Knowledge and Skills	<p>Minimum of 5 years' experience in a similar market research position, preferably leisure or charity based. Experience in a customer facing role beneficial.</p> <p>Experience in project managing and delivering a busy and varied research programme, deciding on and recommending best use of resource to support the research programme. Ability to analyse and interpret complex data sets, produce and deliver clear and accurate reports and presentations to a wide variety of audiences. Produce and deliver supporting research for funded projects and sponsorship partners.</p> <p>The ability to negotiate a brief between directors and external research agencies to provide robust evidence for extra business needs (non-visitor research for example).</p>
Decision Making	Ability to balance and be able to deliver detailed, focused, timely analysis and reporting with time dedicated to presenting the information in appropriate ways to internal and external audiences/stakeholders. Regularly makes decisions on best use of all available resources and use effectively to deliver a quality research programme. Works to short term objectives and reports to Line Manager on a weekly basis. With Sales and Marketing Director, recommend and design the research programme for the year and its priorities.
Resourcefulness	Regularly required to demonstrate adaptable thinking, working both within existing procedures for research and able to adapt methodology as required. This role requires a high level of objectivity and the ability to communicate both positive and negative outcomes to a variety of audiences. Exceptional forward planning and organisational skills are essential in order to manage a busy research programme, as well as being able to react quickly to last minute requests.
People and Asset Management	Recruitment, management and development of apprentices and intern, plus any other research staff as and when required. External agency selection, hire and negotiation (value between £500 sign off). The role holder is responsible for the management and delivery of all historic and current research data. Day to day management of the current research budget (currently £5K) and renewal of any necessary software licensing for sign off by Sales and Marketing Director.
Communication and Visitor Experience	The role uses an extensive range of communication skills to a variety of audiences from visitors, staff, managers, directors, stakeholders, funding groups, external suppliers and sponsors. The role holder needs to be objective; outgoing, confident, polite, honest and open are essential qualities, and the ability to read an audience highly important. Excellent writing and presentation skills.
Operational Environment	The role is predominantly office based, with onsite requirements during research periods. The role holder will be required to attend occasional meetings and conferences outside of Eden which may include occasional overnight stays. Visiting other local and national visitor attractions in order to bench mark against Eden
Additional Features	