# **Job title:** Director of Markets & Research

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| Main purpose |
| * The core function of the Director of Markets & Research at HR Wallingford is to lead, plan, prepare and deliver an integrated and aligned markets, business development, research and innovation programme.
* The ability to communicate, energise, motivate and inspire all stakeholders is a crucial part of the role, in order to enhance our position in global markets whilst maintaining a vibrant home market.
* Reporting to the Joint CEO, the Director of Markets & Research works closely with the Exec Co, and other senior roles to ensure the effectiveness of the management structure.
* The ability to build relationships at an individual and company level, both internally and externally, is critical to deliver value to the business from its business development activity and research investments. This includes the setting of annual sector and regional work won targets and plans, plus annual budgets for Internal research and S469 reporting.
* The Director of Market & Research will also be responsible for the oversight and direction of external research networks, collaboration and promotion, including external research targets and the associated project outcomes (e.g. internal dissemination of findings, new skills/tools…).
* The Director of Markets & Research is an active member of the Executive Committee that agrees all major strategic items such as budgets, profits, intercompany charges, pay awards, investments, major strategic decisions etc.
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| Main duties |
| Markets* Set the company’s markets pillar strategy – defined over a five year time period and produced in line with the wider HR Wallingford company strategy. Reviewed annually and including:
	+ Trading locations and markets
	+ Options for future delivery of work
	+ Growth targets and associated models
	+ Strategic existing and future clients
	+ HR Wallingford strategic partnerships
* To undertake and manage business development activities within the agreed budget and markets pillar plans
* To be a visual business development lead across the company
* To manage Sector Leads and Regional Managers
* To actively develop the profile and market position of HR Wallingford
* To identify and organise the pursuit of strategic opportunities
* Deliver agreed work won targets
* Monitor operating models and commercial approaches of competitors, including new market entrants
* To identify new market trends and requirements to anticipate future BD orientations.
* To identify research themes that would contribute to the delivery of future market success
* Develop and maintain an effective framework for monitoring external research calls/opportunities, research procurement, management, reporting and delivery.

Research and Innovation* Planning and delivery of the Research and Innovation Strategy pillar
* To be a visual research and innovation lead across the company
* Leadership of annual internal and external research planning, delivery and reporting, including allocation of internal research budgets
* Set annual budgets and growth targets for external research funds from various sources as part of business planning
* Setting and reporting Research KPIs
* Assess the commercial viability and ROI from our internal and external funded research projects and their subsequent exploitation as a robust test of the investment
* Ensure effective internal communications on research calls, current projects, creating a supportive environment to generate market led research and innovation ideas, working with MarComms to embed sustainability-led research ambitions across the business.
* Ensure effective external communication of research activity and dissemination of outputs, working with MarComms to identify and maximise marketing opportunities.
* Develop and maintain a network of collaborators/partners (e.g. Universities, Institutions) and associated programmes of research and knowledge transfer
* Monitor and drive the impact of research and innovation activity across the company and produce an annual research impact statement.
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| Job specific duties (responsibilities include but are not limited to) |
| * Management of the BD team (sectors and regional responsibilities)
* Manage the Marketing Communications team and develop a brand-focused marketing strategy that enhances our visibility in target markets.
* Manage and identify longer terms market trends and developments
* Deliver work winning pipeline forecasts
* Manage key client relationships and associated process
* Coordinate annual sector and regional planning activities
* To lead and / or coordinate major bids as required
* Management of internal research calls and associated delivery
* Management of the company’s S469 commitments and related reporting, working closely with Finance
* Formal monthly Markets and Research and Innovation Report (and quarterly for Group Board), including against KPIs.
* Maintain profile as a respected industry figure in key areas of the business
* Responsible Director for projects as appropriate across the company (for example external research projects, projects in areas of expertise)
* Responsibility for negotiating and signing contracts in accordance with Company procedures
* Mentoring role for staff as appropriate according to expertise
* Adherence to Company policies including but not limited to Health & Safety, anti-bribery and corruption, etc.

**Key Relationships:**Clients and their Key RepresentativesSuppliersExecutive DirectorsDivisional Directors Senior managers and Heads of |

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| Group | Exec Co |
| Reports to | Joint CEO |
| Responsible for | Markets and BD Team |
| Date agreed | [TBC] |

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| Person Specification |
| They would be expected to have expertise in leadership and people skills, Business Development, sales and legal compliance. * Strategic thinker with strong commercial acumen.
* Proven leadership experience in a consultancy, technical services or business development environment.
* Proven ability to set and own business development and sales targets.
* Excellent communicator and relationship builder.
* Strong financial capabilities.
* Passion for innovation, research, and continuous improvement.
* Emotionally intelligent, resilient, and collaborative.
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| KPI’s |
| * Sector based sales revenue
* Regional based sales revenue
* Research alignment / delivery
* Key client KPIs
* Specific growth area KPIs
* Staff engagement
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