

# To Move Or Not To Move? That Is The Question!

## **Observations of the recruitment market, past and present** By Julian Hadfield, Director

With much-publicised reports about the credit crunch and potential (though yet to be confirmed) ramifications, it is understandable that many may be asking "Is this actually a good time to move?" However, there are some fundamental differences between the current situation and previous downturns in local and global economies which, curiously, could make 2008 and 2009 just as good a time to move as in previous years.

Resources Group has recruited in the market research industry since 1988. During this time we have seen one recession and two downturns (or possibly four depending on how you define a downturn). While we do not profess to be economists, our observations of the recruitment marketplace over the last 20 years have shown interesting trends and developments in how the market has adapted and responded to economic changes. Furthermore, what has happened in the past does not necessarily determine what will happen in the future as the research industry and recruitment marketplace today are very different from two decades ago.

The late 80s/early 90s were slow times for recruitment in the research industry and this was widespread across different market sectors and locations, but by the mid 90s the demand for staff in research was at an all-time high across virtually all fields. The vacancies also became far

more diverse, reflecting the industry's evolution and greater sophistication. This high demand for staff has persisted for over a decade due to many factors: the rapid and consistent growth of the market research industry, often outstripping the growth of other marketing services sectors; the perennial need for experienced staff to manage this growth; and the difficulty for employers to keep up with entry-level recruitment.

***"the perennial  
need for  
experienced staff"***

However, there have been flat periods. The Asia financial crisis of the late 1990s did see a drop in vacancies and movement across Asia Pacific, whilst the dot-com bubble of 2000-2002 virtually halted market research recruitment in the IT, telecoms and online sectors. Compared to the early 1990s these effects were far more localised to the region or market sector, and far more short-lived as recruitment levels soon bounced back with the demand for experienced staff and vacancies returning to, and even exceeding, the previous high levels.

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# To Move Or Not To Move? That Is The Question! . . . continued



Then there were the political downturns: September 11th and the war in Iraq shortly after this did much to undermine apparent confidence in the market research recruitment marketplace as employers took a pragmatic 'wait and see' approach. But this was brief and within six months recruitment activities were again back to previous levels.

So, what about the credit crunch? It has been reported in the news that it was conceived in the US financial markets, but the knock-on effects could vary greatly by consumer sector and country/market. This appears to be borne out in our observations. In Asia and Australia, for instance, employers in research are upbeat and our Melbourne office has reported record levels of activity across Asia and Australia/New Zealand. In the UK, the recruitment market for 2008 is also shaping up to be just as good as 2007 (itself a record), where vacancy numbers are similar to this time last year.

Where there is a shift, however, is in the types of roles and the reasons employers are recruiting, particularly in the UK. We no longer appear to receive the speculative vacancies that we did, say, a couple of years ago where companies were either looking to move into new markets or launch new services. Instead, especially at senior levels, vacancies appear to be far more 'considered' with employers tending to recruit only once they have carefully evaluated and defined their needs and the requirements of the brief to address a specific commercial objective. The same effect can also be seen at more junior levels. In the past many companies would have anticipated growth and would recruit junior and mid-level Project Managers to meet the expected workload. The attitude amongst many employers today seems to be more considered, reflecting a desire to recruit for current or confirmed workloads.

So, where does this leave things for 2008? Is now a good time to move or not? Well, yes and no! Yes, in so far as

there is just as much demand for good staff as there has always been - in fact, if you are good at what you do, you have never been out of demand! It could be argued that now is even better than before as employers seem to be recruiting only where there is genuine need, therefore ensuring a role's security.

However, if the individual does not feel that the time is right for their own personal reasons, then now is not a good time, and that has always been the case. If you are ready, willing and able to move and the ideal job is around the corner then take it; but if it takes three months to find the right role, be patient! The mood in the recruitment marketplace at present does appear to be confident and the last decade has demonstrated that demand for staff in the industry seems to remain constantly high. Perhaps this is due to the on-going growth of the market research industry as clients place increasing importance on understanding their markets and customers. If so, good research and insight is possibly more important than ever before which can only be good news for the market research professional.

So to conclude, "Should I stay or should I go?" Well, it is up to you. If you are a good Researcher, Analyst, Planner, Information Specialist, Spec Writer or Field Manager, the last 20 years has shown there will always be a need out there for your talents, so now is just as good a time as any.



Julian Hadfield  
Director, Resources Group

# AGENCY & CLIENTSIDE

## **AD/DIRECTOR (RETAIL) LEADING AGENCY**

**Central London • £45-£60,000 + bonus + benefits**

A superb opportunity to join this market-leader and head up a well-established and motivated team of specialist retail researchers. Taking on a broad role encompassing key account management, client development and team mentoring, this role will see you working with clients at the highest levels providing in-depth and imaginative research (both quant and qual) to help shape and develop communication, marketing and product strategy.

## **BUSINESS DEVELOPMENT DIRECTOR - QUAL**

**Consultancy • Sussex/S. Coast • £40-£60,000 (neg) + bonus**

Looking to further your career in qualitative research and move away from focus group moderating into a client management and development role? This strategic consultancy based in the Sussex/South Coast area is well known for creative pioneering work for clients in consumer and financial services. Exposure to financial services useful but is not essential. Excellent salary and career prospects in one of the most sought-after regions of Britain.

## **RM - MOBILE MEDIA/TELECOMS CLIENT**

**Berkshire • £40-£50,000 + car + excellent benefits**

Exciting role with a company at the forefront of mobile media! You will manage the interpretation and communication of a range of research studies including customer satisfaction, brand health, usage and attitude and market segmentation research. With a 'can-do' attitude, significant market research experience and excellent communication skills you will make a great contribution to this fun marketing team.

## **QUALITATIVE BRAND CONSULTANT - BUCKS**

**Strategic Brand Consultancy • £40-£50,000 (neg) + car + benefits**

This branding consultancy prides itself on their unique approach fusing together a powerful combination of strategic rigour and creative flair. They are looking to strengthen their team with the addition of an experienced qual researcher with experience in consumer branding and a genuine ability to think strategically. In return you can expect a highly rewarding working environment with the support of a loyal and dedicated team.

## **CATEGORY INSIGHT MANAGER - TOP FOOD CLIENT**

**South London • £35-£40,000 + excellent benefits**

Insight, research and analysis underpin the success of this food client's iconic brands. You will proactively challenge business strategy and decisions, ensuring category, sector and brand strategies are developed from insight. Managing a holistic continuous data insight programme across top brands that captures and communicates consumer understanding and insight, you will have worked with continuous data (Nielsen, IRI, TNS or Dunnhumby) and have strong interpersonal, planning and analytical skills.

## **SRE/RM (RETAIL) - TOP CONSULTANCY**

**Central London • £25-£35,000 + benefits**

Fascinated by what makes customers tick? This consultancy is expert in this field and now has an opening for a creative senior research executive to join the growing team. You will manage a diverse range of qual and quant projects and enjoy early client contact with the emphasis on delivering actionable insights. Excellent package and prospects!

## **SRE/RM - WEST MIDLANDS**

**Top Advertising Agency • £24-£30,000 + benefits**

Are you an accomplished researcher looking to exert your creative side in the world of advertising? You should have a good grounding in quantitative techniques, and ideally some exposure to qualitative methods, and be keen to develop your skill set in a more strategic environment. Great opportunities to progress and broaden your skill set!

## **RESEARCH EXECUTIVE - LEISURE CLIENT**

**Herts • £25-£29,000 + excellent benefits**

Great opportunity for a bright team player within this No. 1 brand to manage a range of ongoing research studies such as brand tracking, advertising tracking and brand health. Using your research experience to the full, you will provide actionable results on strategic and tactical issues working within a high-profile, focused, young and dynamic marketing team.

## **RESEARCH MANAGER - ICT/PUBLIC SECTOR**

**Research Provider • London • £45-£60,000 + benefits**

Providing ICT solutions for the public sector, this consultancy has an opportunity for a Senior Research Manager to support the research function. You will project manage customised research plans, facilitate workshops/focus groups, and maintain client relationships. Ideally you will have a background in researching the technology/public sector with sound knowledge of qual/quant methodologies.

## **INSIGHTS MANAGER - FMCG CLIENT**

**Northern Home Counties • £45-£50,000 + car**

Create a centre of excellence and influence this FMCG client to become insights-led! You will communicate consumer, customer, shopper and market insights across the business, using them to create competitive advantage in the market place. With significant experience of both continuous (ACNielsen and TNS) and ad hoc FMCG research, you will be a proactive initiator with superb communication skills.

## **QUAL PLANNER - TOP BRANDING AGENCY**

**London • £40-£50,000 + benefits**

Superb opportunity to join Britain's first full service branding agency. As a result of new client wins they need a Qual/Planning specialist at RM/AD level to work with creative and account teams to create new and exciting consumer brands. Plenty of scope to help shape the direction of strategic research within this successful agency. Experience of brand strategy/development essential plus a creative and innovative approach to marketing problems.

## **QUAL RESEARCH MANAGER - WEB CONSULTANCY**

**Hoxton • £30-£45,000 + benefits**

Ideas and creativity are encouraged at this dynamic web development consultancy. If you come from a qualitative background and are naturally inquisitive, have good academics and would relish a qualitative career move with a difference then this could be a real breath of fresh air! Excellent salary, stimulating clients and a fun and relaxed environment!

## **SENIOR RESEARCHER/ASSOCIATE DIRECTOR LEVEL**

**Top Agency • London/home working • £30-£40,000 + bonus**

Regain that work/life balance! This fabulous opportunity offers many benefits including laptop and broadband allowance. Experience across the FMCG, retail and branding sectors along with winning new business and building solid client relationships is a must. Qual and quant experience essential. Fantastic career prospects - rapid progression to director level and share of equity.

## **RE/SRE - STRATEGIC QUAL AGENCY**

**Central London • £25-£35,000 + benefits**

Are you a creative qual researcher looking for an inspiring environment where you have the freedom to manage strategic thought-provoking research? These qual specialists work with leading blue chip clients across a range of industries and offer insightful results in communication research. Currently looking for like-minded individuals at around RE/SRE level with first class moderating skills and a passion for communication!

## **SENIOR/RESEARCH EXECUTIVE - BRANDING/MEDIA**

**Successful Online Agency • London • £24-£30,000 + benefits**

If you are passionate about strategic branding using cutting-edge techniques, then this research agency may be the ideal next move. Using predominantly online techniques, this company provides creative international research that looks beyond the data. As an SRE you will lead international projects and advise clients on how to improve their marketing strategy by offering fresh insights into the market.

## **CUSTOMER INSIGHT EXECUTIVE - CENTRAL LONDON**

**Major Fashion Retail Client • c£25,000 + benefits**

Are you energetic and dynamic with a real interest in fashion? Joining a growing team within this top 3 UK fashion retailer, you will be responsible for managing brand tracking, customer satisfaction, pricing studies and market data analysis. Confident and outgoing, you must be comfortable liaising with external agencies and presenting to all levels of the business.

See more on our website or contact the leading team of market research recruitment specialists at:

**Resources Group**

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# synovate

Research reinvented

## Opportunities in Asia!

Synovate is one of the world's leading international research groups and is renowned for its innovative approach and the talented people that help shape and drive the business around the world. Asia is a key region and one where we lead the way in providing clients with real understanding of their markets at local and regional levels. Due to the continued success and growth of our business, we have the following vacancies in our Hong Kong and Seoul offices.

### Director (Loyalty) - Hong Kong

US\$ Very attractive + benefits + relocation

A team leadership role with a regional outlook based in Hong Kong. This high-profile position needs a Director with a customer satisfaction or loyalty background who can manage key regional clients and deliver state-of-the-art loyalty research and consultancy. Sectors will be wide ranging, from Consumer to Telecoms, Financial and Travel, therefore requiring a versatile individual with a broad appreciation of customer marketing issues.

Some agency experience is desirable, ideally with experience of delivering strategic recommendations to senior-level clients, while team leadership and development experience would also be a plus. Relocation assistance is available where applicable and there is also a great salary (and low taxation in Hong Kong), bonus and very attractive prospects at a regional level.

### Research Director - Korea

US\$ Very attractive + benefits + relocation

Nurturing client relationships at local and regional levels, variety and the chance to add strategic insight to your clients' marketing strategies are all attractive features of this high profile position. Our Korean office is a substantial 'flagship' business and this role will give you the chance to move into client management and consulting. This position needs fluent written and spoken English and a sound quantitative grounding, plus a broad understanding of a range of consumer sectors.

Some agency experience would be desirable and this role will also have an international outlook with occasional travel across the region. Experience of team management would also be a plus and in return you can expect an excellent salary and ample scope for progression within the group, both at local and regional/global levels.

### Other vacancies in Asia...

In addition to the two vacancies above, we are also interested to hear from bright, talented individuals from **SRE** to **Director**, **qualitative** or **quantitative**. Synovate's ongoing growth and development means that we have a number of exciting career opportunities across the region from **Seoul** down to **Sydney**. These positions, regardless of level, will give you early responsibility, great salary packages and excellent career prospects, while working in teams that have a real passion for doing great research for top clients.

To apply or to find out more about a career with Synovate please contact Greer Benson at Resources Group - Melbourne or Julian Hadfield at Resources Group - London.

#### Resources Group - Melbourne

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group.com



## Divisional Manager Designate - Healthcare

London • £45-£65,000 basic + benefits + bonus

At ORC International, we pride ourselves in providing our clients with the highest quality research, driven by our industry knowledge and expertise with some of the most innovative and up-to-date techniques and resources around. Known for our work in customer and employee research working across the private and public sector, we are growing quickly and the way we carry out research is constantly evolving.

We are a leading global player with a presence in North America, Asia and Australia and

Healthcare research is one of four focussed areas of industry expertise. We are now looking for a Divisional Manager, Designate to establish a specific practice in the UK.

This is an ideal opportunity for a healthcare specialist at around Research Director level (or possibly a senior Associate Director), who is looking for a career move with a difference, which will provide considerable autonomy and scope to carve out his or her own future.

For further information please contact **Rebecca Hunter** at:

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## MD Designate - Online

Exciting New Start-up • London

£65-£80,000 (neg) + shares/options + bonus

An exciting commercial opportunity for a business development specialist with an online background.

This data services group in Asia is looking to set up in the UK and in the first instance needs a good business development specialist with an understanding of the online data services market to set up and grow their business in the UK. The plan will be to establish the 'beachhead' in year one, recruit staff and service both research agency and, ultimately, end user/full

service clients, while also drawing on the technical infrastructure, products and support of this leading agency.

In addition to a good salary, there is also an excellent bonus/commission scheme plus the opportunity for shares/equity as you grow and develop the business. This is therefore the chance for you to develop your commercial skills and be in charge of the UK operation with a slice of the action, but without the 'risk' of setting up your own business.

For further information please contact **Julian Hadfield** at:

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# SENIOR VACANCIES £80-£150,000

## THOUGHT LEADER/GURU (BRANDING) - LONDON

*Pre-eminent Global Consultancy • £100-£150,000 + benefits*

Are you a 'thought leader' in the world of branding and communications? If you have a credible and successful track record in strategy, research or advertising agencies this brand marketing group could provide you with a truly highly influential and rewarding role. They seek a 'known' branding expert who can be omni-present and lead the development and philosophy of brand and communications research while working in collaboration with senior clients and peers.

## MANAGING DIRECTOR - NEW YORK

*Creative Research Group • US\$200-\$250,000 + package + options + relocation*

Take your career to Manhattan and lead a successful full service business focusing on delivering creative brand and advertising research. Inspirational leadership and strong commercial skills are essential plus a real understanding of how research impacts on brand strategy. Visa assistance provided.

## GLOBAL CLIENT DIRECTOR (FMCG) - MAJOR-LEAGUE GROUP

*Based UK, France or Germany • £90-£120,000 + bonus + benefits*

This premier league research group is building its global client team to focus on value-added revenue streams and to provide a focal point in their global network for clients. This role will move you from traditional team/research management duties into a highly commercial and strategic role where you will enjoy a high profile with clients and counterparts alike. A strong commercial background in any mainstream consumer sector is a prerequisite (agency or clientside).

## CLIENT DIRECTOR - MELBOURNE

*Top Agency • to £80,000 (equivalent) + relocation*

Enhance your quality of life with this Major Agency! A Director with strong client and team management/development skills is needed to lead key accounts and play a central role in the management of the Melbourne office. A good quant/consumer background with some agency experience is essential.

## GLOBAL CLIENT DIRECTOR (PHARMA) - GLOBAL GROUP

*London/European locations • £100-£120,000 (neg) + benefits*

The pharma business of this major name in the industry has doubled in size in the last year reflecting their fresh and innovative offering to this sector. As part of the commercial strategy a Global Client Director is required to focus on international client development and management. Pharma/healthcare experience is essential plus an entrepreneurial spirit as you will help define and implement the commercial objectives.

## BOARD DIRECTOR (AUTOMOTIVE) - STRATEGIC CONSULTANCY

*London • c£100,000 (neg) + benefits + equity*

The growth of this pre-eminent name in automotive research consulting has created the need for a senior-level expert in this field to be a part of, and share in, the ongoing success of the business. Some agency experience is essential as is a credible background in the automotive sector, as you will advise clients at the most senior levels on brand, customer and marketing strategy. Prospects for equity.

## GLOBAL HEAD OF INSIGHT - CLIENTSIDE

*Scotland or Midlands • £80-£90,000 (neg) + benefits*

A rarely available 'greenfield' opportunity to establish and build a global insight function for this major B2B/automotive global manufacturer. Strong commercial skills, the ability to work with and influence management at international levels and strong leadership skills are essential. This is a high-profile position where you can help define the future strategy of this global business. Based Midlands or Scotland.

## INSIGHT TEAM LEADER - RETAIL/FMCG

*International information Group • W. London • £80-£100,000 + car + benefits*

A high-profile team leadership role where you will deliver research and marketing insights to major FMCG brand clients. Customised retail or audit/data experience would be desirable, though applicants with strong commercial and quantitative skills and a real understanding of the FMCG sector will also be considered for this pivotal role within one of the best known agencies sector.

For further information on senior opportunities please contact **Julian Hadfield** or **Rebecca Hunter** at:

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# FIELD, OPERATIONS, ANALYSIS & DP

## STATISTICIAN/MODELLER - CONSULTANCY

*South London • £35-£50,000 (neg) + benefits*

An unusually varied position where you will be supporting one of the industry's top modelling and statistical 'gurus' on client management, statistical analysis and consulting and will also play a central part in the development of new applications and proprietary research tools across branding, customer analysis and loyalty.

## ASSOCIATE DIRECTOR - QUANT/ANALYTICS

*Strategic Consumer Consultancy • London • £35-£45,000 (neg) + outstanding benefits*

Great opportunity for those with an analytics background to take their careers and experience to the next level, within a recognised commentator on consumer markets and cultures. As part of a major group, you will also benefit from an excellent salary and benefits package and superb prospects both within this consultancy and elsewhere in the group. Applicants should have SAS and SPSS and a sound grounding in econometrics.

## CATI MANAGER - GLOBAL AGENCY

*London • £30-£35,000 + benefits*

A rare opportunity to join a leading agency in a senior position which will really make the most of your management and operations experience. Applicants should come from a telephone research background with the ability to effectively manage and lead teams through coaching, development, motivation and delegation. You should also have a good level of financial understanding, ability to work with budgets and demonstrate strong commercial awareness. Great salary and benefits package!

## SENIOR/FIELD CONTROLLER - HEALTHCARE AGENCY

*London • £22-£28,000 + benefits*

Looking to take your next step up the career ladder? You will be joining a reputable healthcare agency, ensuring both quantitative and qualitative projects are run to budget and schedule. Strong communication and organisational skills are essential, as is a pro-active nature. Great salary and benefits package!

## DP MANAGER - TOP AGENCY

*London • £35-£45,000 + benefits*

Top global research supplier renowned for its unique samples and innovative approach to online research is looking for a talented tabs specialist to join their expanding CAWI department. Applicants must have sound survey data table preparation and coding or related experience. Strong knowledge of statistical software packages such as SPSS, Quantum and NEBU highly advantageous.

## SAS ANALYST - DIRECT MARKETING AGENCY

*Bristol • £30-£35,000 + benefits*

This is a fantastic opportunity to join a leading database marketing company with an enviable portfolio of clients. Vital role where you will be responsible for developing innovative insights from clients' marketing databases, improving campaign performance. This is a first class opportunity which will continuously challenge your analytical nature and offer management opportunities.

## DEPUTY CALL CENTRE MANAGER - TOP AGENCY

*North London • £30-£35,000 + benefits*

Looking to make a move out of London? This is an ideal move for an individual with a strong background in contact centre management to make a move to this top retail specialist. You will pro-actively manage the centre, effectively allocating resources and seeking opportunities to improve and innovate working practices. A good salary is on offer and the agency is conveniently located a short commute from North London.

## QUAL PROJECT MANAGER - VIEWING FACILITY

*Central London • £20-£25,000 + benefits*

This state-of-the-art viewing facility is looking for a qualitative project manager to join its London team. Clients are predominantly from the US and the market sectors covered include healthcare, consumer and B2B. This is a hands-on role where you will have ownership of your own projects, have heavy client liaison and be on hand for clients when a problem should arise. Great personal development and progression opportunities!

Contact **Charles Moore** (DP/Analysis) or **Catherine Stirling** (Field/Operations) at:

### Resources Group

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# See the wood AND the trees.

When it comes to making the right career move in the market research industry you need to be able to home in on that very special career opportunity, while at the same time giving yourself the benefit of seeing all your options. A conversation with one of the team at Resources Group gives you exactly that.

With a 20 year track record of helping individuals from Research Executive to Chief Executive, agency and clientside, our team prides itself on knowing not only what is out there, but also what is just right for you. So, if you are looking for a move today or next year, take the right path and call us on 020 7242 6321 or visit [www.resourcesgroup.com](http://www.resourcesgroup.com)

For further information  
contact one of the team at:

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