



FIREFISH

humans | culture | data

Job Specification

We're looking for a
Senior Research Executive





01 What we do

We are a strategic insight consultancy, working as Human Strategy Partners to some of the world's biggest brands such as Unilever, Stella Artois and Spotify. This means we help our clients make sense of real people in the real world and put it at the heart of their decision-making, helping them innovate, communicate, and grow.

02 Our culture

People are at the heart of what we do. Our Company was founded with the aim of being a great place to work for all and we have a fantastic team of talented individuals supporting us. Whatever your role at Firefish, we encourage you to keep exploring new ideas and to think about different ways of solving problems, to get fresh results.

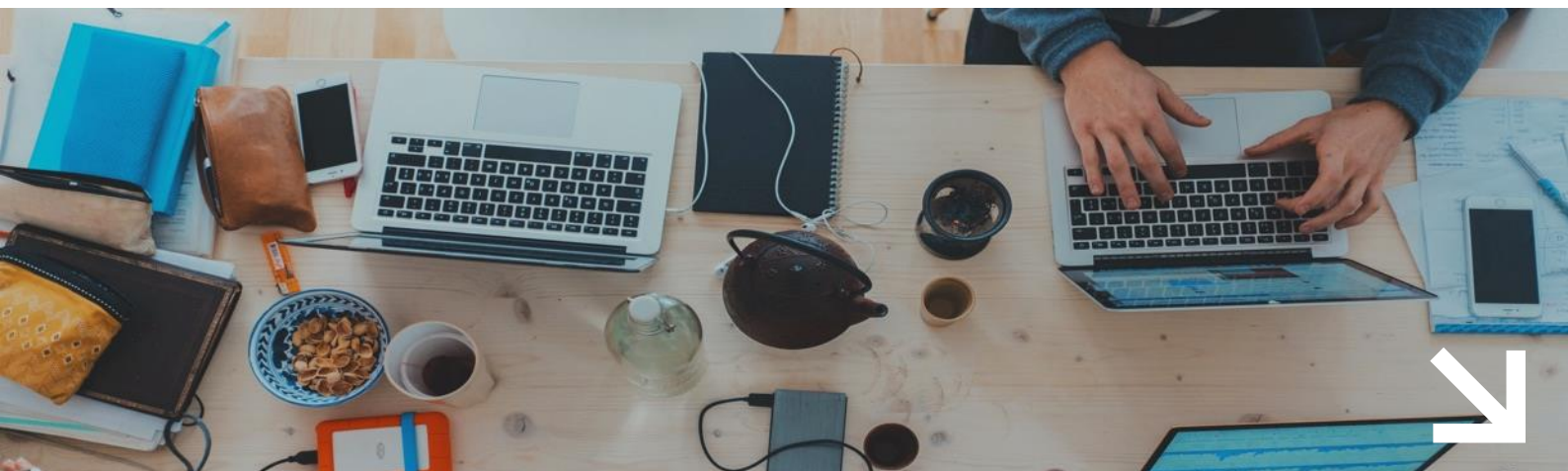
03 Wellbeing

We are a community who look after and out for each other and looking after our mental health is as much a priority as looking after our physical health. As well as providing health care benefits to everyone in the company and access to an employee assistance programme and trained mental health first aiders, we are also signatories of the Mindful Business Charter, a framework for reducing unnecessary stress and are agency supporters of [AURA's Working Well Together charter](#). We promise a philosophy that promotes balance and wellbeing over long hours and burnout and we seek to support everyone to work in a style that suits them best.

04 Belonging

It is important to us that our research and our workforce embraces the views and voices of people from diverse backgrounds and communities. We want everyone across our Group to feel they can come to work feeling valued and can thrive in their roles. Our Diversity and Inclusion Action Plan accelerates our ambition to becoming an inclusive employer .

As an Equal Opportunities Employer, we welcome applications from individuals regardless of age, gender, ethnicity, disability, sexual orientation, gender identity, socio-economic background, religion and/or belief. Our offices are accessible, and we can make required adjustments to suit individual needs. We want to know how we can make this the best experience that it can possibly be from the moment we meet you!





05 Our social impact

We believe in making changes in our world for the better and are proud to have achieved B Corp certification in 2024. For many years now we have been developing our long-term commitment to reducing our environmental impact. We have formed a dedicated employee Green Team who focus on embedding green practices within our business and we have been certificate holders of Environmental Management ISO 14001:2015 since 2009. We have committed to the MRS net zero pledge and have made a change to our default pension investments into green investment funds. We want to continually develop our social impact and we do this by allowing our employees dedicated time off to contribute and give back to a social cause that is important to them, and by developing our relationships with local charity and community partners. Check out our latest Group impact Report on our website.



06 Growth & Development

Nothing makes us happier than helping people grow and develop. We actively encourage – and support - everyone to take on development opportunities, grow within your role and gain promotion when you are ready. We guide a process of continual feedback from managers and encourage everyone to build their confidence in their roles, feeling supported in their own career growth. Our range of specialisms within Firefish Group means that there are lots of opportunities to explore & develop new skills and potential to nurture a long-term career here too.

07 How we connect & have fun

We have always believed that Firefish (and work in general) should be a place where people can meet new people, find friendships and inspiration, support and learning. In a world of hybrid working, we look for ways in which we can come together across our Group, collaborate and have some fun – in person as well as virtual! We have various ways in which we connect our people across the company, from virtual meet ups and curious coffees, to intimate 'Fish Suppers' or wider social gatherings. You will find yourself coming together with a load of welcoming, warm and truly fascinating people





Who we are **looking for...**

We are seeking a Senior Research Exec to join our team on a permanent basis. This role will suit someone who has 1-3 years' experience in a qual-focused role and is looking to take the next step in their career journey.

We don't need you to be the finished article! What we're really looking for is someone who has had a solid foundation in the fundamentals of qualitative research, combined with a sharp mind and curious nature who is keen to further their qualitative education and work with us to deliver best-in-class global strategic qualitative work.

In return, we can offer you a culture that is friendly, informal and cares about you as an individual, and a blend of small and large scale strategic projects that will stretch you and develop you as a researcher and strategist.

What the role **entails...**

Research

- Designing and drafting key research documents (e.g. discussion guide, online task guide) to a high standard
- Running most types of fieldwork (IDIs, Groups, in-person & online, online communities etc)
- Helping to run international and UK-based projects – including liaising with and briefing local partners, watching overseas groups (mainly online) and managing clients who are also watching etc
- Being the main point of contact for clients on projects and confidently handling any requests
- Being able to confidently contribute to analysis sessions, putting forward hypotheses and recommendations that appreciate a client's business objectives
- Being able to crystallise key findings from a project into a concise top line
- Being able to draft key sections of a debrief without supervision following a briefing from a more senior team member

Project Management

- To be a confident project manager, capable of managing a couple of research projects at once taking responsibility for project admin, ensuring RE's and senior members of the team are informed of project status / progress

Client Relationships

- To be confident in dealing with day-to-day client requests, ensuring documents/outputs are delivered on time and correctly, developing a relationship that goes beyond research and continually seeking ways to exceed client expectations





This role is for you if...

- ✚ You have proven research skills and experience in:
 - Project management
 - Writing discussion guides & online task guides
 - Moderating in most circumstances – especially online
 - Summarising output of research modules to clients in a succinct way
 - Summarising and actioning outcomes of client meetings
 - Writing top line research summaries quickly and accurately
 - Write sections of a debrief with senior input after analysis session
- ✚ You are empathetic and someone who cares about the needs of others as much as you care about your own needs.
- ✚ You are someone who will thrive in a hybrid working environment – the role will be a blend of in-person and WFH, so you will need to be self-motivated a lot of the time and proactively ask for support when you need it
- ✚ You have Brand, communications and/or NPD qualitative experience across a range of sectors
- ✚ You have an ability to solve problems and think strategically with reference to the client's business
- ✚ You have some International research experience (not essential)
- ✚ You have some experience using AI tools and are keen to find ways to integrate them into the qualitative process (not essential)

Your skills in a nutshell



Writing Skills



Think
Strategically



Presentation skills



Can deliver to
deadlines



Collaborative,
supportive
team player



Research Skills





**Sound like the
job for you?**

Send an email to
careers@firefishgroup.com with
the job title as the subject line

