

Job Role guide

- 1 Job title: Account Executive
- 2 Department/Section: Client Relations Team
- 3 Main purpose of job: To assist with the delivery of market research within the education sector. The position will involve dealing with contacts in universities and colleges on a daily basis.

4 Key result areas/key tasks/main duties

1. Liaising with clients
2. Managing client relationships
3. Ensuring accurate delivery of online surveys
4. Managing fieldwork and helping to increase survey response rates
5. Overseeing data analysis
6. Close liaison and reporting to team

5 Responsibilities

To oversee all aspects of the client relationship including survey implementation, fieldwork management, analysis and delivery of results.

6 Responsible to (reporting relationship) Account Manager

Person specification

Qualifications: Graduate from HEI

Previous experience:

Good numeracy skills and excellent communication skills are required as is an interest in the education sector. Previous experience of market research is not essential, but an interest in this sector must be demonstrable.

Person specification

1. Essential: Graduate from HEI or equivalent
2. Team player
3. Fantastic initiative
4. Excellent communication skills
5. Attention to detail and highly accurate
6. Good organisational skills

7. Ability to work under pressure and to deadlines
8. Positive outlook
9. HE knowledge an advantage, but not essential
10. Able to use Microsoft Word, Excel, Outlook and PowerPoint
11. Good numeracy skills
12. An interest in the education sector desirable
13. Great phone manner