

A week in the life of an...

ASSOCIATE DIRECTOR

Key tasks for the week ahead

- ✓ Brainstorm a Request for a Proposal (RFP) with Directors
- ✓ Review a report
- ✓ Work on interview materials
- ✓ Catch up with each of my line reports
- ✓ Travel to Paris to present the results of a tracking study

Monday

Good start to the week – a brief for a potential new study!

Great that the sales visit and regular follow-ups with this client has paid off. Organise a brainstorm with other Associate Directors and Directors to discuss the best methodological approach – think a multi-phased approach is needed for this one, as the objectives sound quite complex. As I was away last week at a client workshop in Switzerland, schedule a quick catch up with project teams on my other studies.

After lunch, return to a discussion guide I was halfway through pulling together for a newly commissioned study using a facial recognition methodology. Email the final version to the Director for sign off before sending onto the client. Send a quote request out to our fieldwork team who will be contacting our preferred suppliers in the relevant markets in order to get accurate costs and feasibility for the proposal.

Then get started on writing up the proposal.

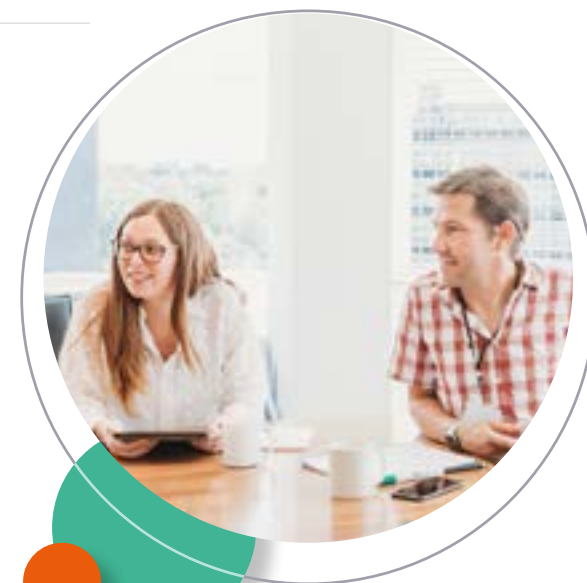


Tuesday

Need to review a report that's been written by the executives on the study so that we can **brainstorm the research findings this afternoon**. Takes me a few hours to review the deck, inserting my comments and queries to the team for us to discuss later.

Great Project Lunch* at a really nice French/Moroccan fusion restaurant near the river. Time for the brainstorm! We identify our key recommendations/next steps for the client. Brief the team on the remaining work required to ensure we deliver a strategic, visual and story-lined report. Before the end of the day, very quickly do a bulk order of animal print t-shirts...we have our company annual day out coming up and there's a prize for the best dressed team, so we're pulling out all the stops!

***Teams celebrate the end of a project with a nice lunch - paid for by the company**





Wednesday



After much back and forth with a client about a proposal that I wrote for them a month ago, **find out that we've won the job, which I'm really excited about!** As it's a really quick turn-around study, and the project team still need to be allocated, I have to get started on the screeners and discussion guide ASAP. Spend the first part of my morning doing some background research on the therapy area and it's treatment options (I find it really interesting learning about new diseases, especially in therapy areas where there are lots of new treatments in development).

In the afternoon, I see that the discussion guide I had sent on Monday has been reviewed by the client and I address the comments. Also review a draft of a NSCLC report that has been pulled together by an Executive. Finally get to work on the interview materials. Bit of a squeeze to get them turned around by the end of the day, but manage to send them off to the client.

Thursday



10-minute catch-ups* with each of my line reports this morning. Although they're called '10-minute chats', I usually spend a good 20 – 30 minutes on each person, so by the time we're finished, I only have an hour or so left until lunchtime.

Lunch is a walk along the river with colleagues – we sit and eat our lunch outside. It's lovely being based so close to the river, especially when the sun's out! Spend the afternoon catching up with my project teams to ensure that everything is running smoothly on my projects, finishing off the proposal that I started working on earlier in the week and sending out a few sales emails to various new clients that I'm trying to schedule introductory meetings with. End the day with a brainstorm discussing the NSCLC report with the team. We agree on amendments and next steps and look to be on track to deliver by the end of the week.

***Each manager has monthly catch ups with their line reports to ensure employees are getting the opportunities they need to progress, and to support / coach them through any challenges they're experiencing**

Friday



Today, it's an early wake up because I'm travelling with a Research Manager to Paris to present the results of a tracking study to our client and his team. Spend the journey re-reading the presentation and the results of the last wave conducted. This is an important presentation, providing a yearly update on how well the client's brand is performing, so I need to know the data inside out! The Research Manager delivers a brilliant presentation – the clients are very interested and ask a lot of questions about the methodology and the way in which the data has been analysed. Am on hand to support the Research Manager and address the clients' questions. After a two-hour meeting, the clients tell us they agree with the strategic action points we have recommended and they've already started working on these, which is great to hear! We leave their offices feeling happy and satisfied to have provided added value to the product team.

Spend a couple of hours pulling together the final copy of the NSCLC report and send it to the Director for a final review. Then it's time to head back to London and have a drink on the Eurostar to celebrate our success and enjoy the beginning of the weekend.



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