

A week in the life of a...

FIELDWORK EXECUTIVE

Key tasks for the week ahead

- ✓ Update project teams
- ✓ Attend a kick-off meeting for a new project
- ✓ Conduct briefing calls with agencies
- ✓ Schedule interviews
- ✓ Be on hand for a Central Location day

Monday

As I turn on my laptop, I have a quick scan of all my emails to check for any important ones that have come in from our supplier agencies over the weekend. When working on projects that cover Japan as a market I usually get e-mails from our local suppliers very early in the morning. Anything urgent needs to be acted on immediately, so that they can action it before the end of their day.

Usually I am just confirming receipt of their **recruitment updates***, however, today the suppliers have let us know this will be a difficult recruit and we will need to alter the quota to fill our sample. I will need to update the internal project team so we can collaboratively come up with a solution to ensure we get a full recruit.



*Recruitment updates inform us how many people have been recruited for our research and how many interviews are scheduled for the week ahead

Tuesday

Have a kick-off meeting for a new multi-market project that is starting soon. **It will cover the key five EU markets, which means five different supplier agencies to manage!** After meeting with the new project team, I start setting up the project by requesting quotes from supplier agencies to assess feasibility of the project, and putting together a cost estimate. Also reach out to our array of freelancers to find out who will be able to take on project analysis.



The afternoon starts with a meeting with one of our supplier/partnering agencies. They present their capabilities to the fieldwork team and we provide feedback for all the projects we have worked with them on. **Afterwards, they take us out for lunch to a local restaurant – a nice perk!**





Wednesday



After figuring out who we will be working with **on the new multi-market project**, I commission and have a short briefing call with the agencies to ensure they fully understand what we need from them. We discuss the background of the study, the type of respondents we need and how we would like to be updated on progress.

In the afternoon, the field team gets together over a virtual call to discuss any issues and new techniques. We also share our experience on different issues to ensure that the best outcomes are provided. Another project needs to be closed as everything is complete. Fill out the debrief form and give the suppliers and freelancers feedback on their performance on this project. All feedback is collated by the team for future reference.

Thursday



On another project! We are using a freelance moderator to **conduct our TDIs*** in the US. I have to manage the coordination between our supplier agency recruiting the respondents and our moderator. Schedule interviews onto both their calendars to ensure that they have the call-in details for the interview. Also, send all the most up-to-date materials to the moderator.

Lunchtime! Spend it in the free on-site gym and still have time to pop out to a local deli to pick up lunch.

Have to chase our supplier covering UAE for an update before their weekend starts on Friday. We have to be constantly aware of cultural and country considerations to effectively manage international fieldwork.

***Telephone Depth Interviews - interviews where participants are asked survey questions over the telephone**

Friday



Today there is a **Central Location day* in France!** Start the day by making sure they have the latest materials and all the right printing information for the respondents and our clients. Have to be on hand for any last minute re-schedules or any cancellations. If this happens, we can work with our supplier to find a quick replacement.

At the end of the day, **I update all my teams on the progress** of their projects, ready for the coming week. I then take part in a weekly Friday field quiz which we all look forward to. Final scan of my emails then head out to meet some friends to celebrate the weekend.

***This refers to the venue used to host market research focus groups, face-to-face or in-depth interviews**



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