

**Current
Vacancy**



Market Research and Insight Manager | **Langley UK Ltd**

We're looking for a Market Research and Insight Manager to join our marketing department.

Salary: Attractive + Company Benefits

Location: Remote/Hybrid

Contract Basis: Full-Time, Permanent

Our Mission

Our industry-leading people, systems, and services promote trust and peace of mind. We use our expertise to design, install, and construct sustainable solutions with environmental, social, and economic benefits.

Our Vision

Innovation for better living.

Job Purpose:

As the Market Research and Insight Manager, you will lead and oversee the market insight and research activities that support the group's strategic decisions and positioning. You will have a diverse and demanding role that requires you to be skilled in both qualitative and quantitative methods and to focus on finding insights that add value to the business.

This is a varied and challenging role. You will need to be passionate about transforming research findings into actionable insight and enabling fully informed and tailored decision-making across the Group.

Key Accountabilities:

- Drive group insight via a qualitative and quantitative research approach.
- Create/deliver the overall research plan with aligned recommendations to strategic priorities within the context of business and market challenges.



- Manage the quantitative brand tracking and use the output to influence positive change.
- On-going analysis of secondary market data and competitor intelligence to deliver market and customer insight.
- Support the team with annual market planning by summarising key insights and leading the initial stages.
- Provide ad-hoc research for an acquisition, product, and service innovation.
- Develop strong interactive relationships with all teams within the group.

The above list is not exclusive or exhaustive; postholders are expected to be flexible in line with the needs of the post, department and the Company.

As a Langley employee, you will be expected to:

- Embrace, champion, and lead the industry by torch-bearing our company values: **SPIRE**.
 - Safety
 - Purpose
 - Innovation
 - Responsibility
 - Expertise
- Ensure that you fully understand the company and department business plan and how these impact your day-to-day responsibilities.
- Always maintain a smart and professional appearance.
- Liaise with your line manager to understand your objectives and goals.
- Liaise and communicate with internal colleagues positively and proactively.

Technical Competencies

Qualifications:

- Degree, relevant professional qualification, or equivalent (desirable)

Experience & Knowledge:

- Proven ability to approach business questions and translate them into research objectives, build hypotheses and insights and ultimately deliver recommendations and solutions.
- Has gravitas to engage, influence, and lead stakeholders from across the business with varying degrees of knowledge of research.
- The ability to create insights from research, with the goal of always providing a business benefit.
- Competent in managing quantitative and qualitative research across a range of techniques.
- Strong judgement around what research will have the biggest impact.
- Is confident in expressing their own opinions and is willing to challenge with positive intent and be challenged.
- Possesses a keen interest and enthusiasm for understanding our customers (both internal & external) and being their advocate in the business.
- A background spanning different sectors is also highly advantageous.

General:

- Monitoring relevant business and economic trends.

- Providing the business with feedback/reports.
- Developing business relationships and networks.

Skills and Abilities:

- A strong understanding of numerical data is essential.
- Excellent oral and communication (presentation) skills.
- High-quality internal & external customer service orientation.
- Ability to build relationships, communicate and negotiate effectively.
- Ability to work under pressure, multitask and maintain a high level of attention to detail.
- Highly analytical and organised.
- Being confident and motivated.
- Have a flexible, independent, and objective outlook.

Additional Requirements:

- Able to use a PC, including Microsoft Office applications and other relevant software as used by the organisation.
- Commitment to achieving high-quality outcomes.
- This role requires the post holder to be an Essential Car User, hold a full UK driving licence, and have access to a vehicle.
- This role requires the post holder to work flexibly outside of normal office hours as required.
- This role will incur the occasional overnight stays and travelling long distances within the UK and international travel.

Salary and benefits

An exciting opportunity to work for a well-established company that offers excellent career progression opportunities.

An excellent benefits package, including:

- 21 days of holiday plus statutory bank holidays & additional days over the Christmas shutdown.
- Pension
- Life Assurance
- Incapacity benefit
- Private Medical Insurance
- Employee Assistance Programme
- EV Salary Sacrifice Car Scheme
- Cycle-to-work Scheme
- Free Eye Tests
- Free Parking

How to apply

Please email recruitment@langley.co.uk with a copy of your updated CV and a cover letter.

If you have not received communication from us within four weeks of the closing date, please assume that you have not been shortlisted for this vacancy.

We encourage applications from people from diverse backgrounds and groups, as well as people with disabilities.

Closing Date: 10th December 2023