



GfK NOP

The Graduate Pack

GfK NOP: we help your career to grow



Vacancies for 10-15 Graduates to train as
Market Research Executives

Posts available to be taken up from June 2012
Closing date for applications 24 February 2012

www.gfknop.com



why market research?

Market research is one of the most exciting fields in which to work today; based at the heart of every major business and government decision, it's what drives change.

It's about discovering the 'what?' and understanding the 'why?' behind the opinions people hold and the decisions they make on key topics.

It's about generating insight into the factors and personal values that influence people's thinking and behaviour in their day to day lives.

It's about drawing detailed conclusions and recommended actions out of our research results to present to our clients.

It's not just about numbers; can you bring the information to life?

When people think of market research, they tend to think it's purely about facts and figures – but there is a lot of creativity, flexibility and communication skill involved too. At GfK NOP we combine both qualitative and quantitative researchers, working side by side:

Our quantitative researchers are the more 'facts and figures' based of the two. They gather data, then analyse and interpret those findings to guide business strategy development, spending decisions and public communications strategies. The main method for collecting data for 'quant' research is via questionnaires, which can be face-to-face, telephone and self-completion (both paper and on-

line). Quantitative research is ideal for mapping the landscape on any given topic.

Our qualitative researchers specialise in in-depth interviewing techniques, to draw out the reasons behind the figures. As well as face to face, in-depth interviews and group discussions, they make use of solution-focused workshops, focus groups, online forum discussions, vox pops and observation. Qualitative research is ideal for mining down into the specific areas of interest identified by our quantitative research.



why join GfK NOP?

We believe in giving to receive. That means that we focus on providing our people with the best training in the industry, so you can hone skills, gain qualifications and move forward in your career. But it's not just about work; we also believe that a fun, supportive and creative environment inspires the best in people.

1. Train with the best

At GfK NOP our services depend on one thing: our people. Their expertise has made us the largest custom market research agency in the UK. We recognise that the future of our business depends on the continued development of individual talent and we are wholly committed to that development.

Our graduate training programme is regarded as the best and most creative in market research. We will actively support you to gain the MRS Advanced Certificate and Diploma qualifications through our Professional Development Scheme (PDS). These qualifications take three years to complete and are



the recognised standard in the industry – those successfully passing the programme become Full Members of the MRS, and we currently hold the highest pass rate of any market research organisation.

And that's just the start. We believe in career-long training and offer a wide range of opportunities supported by some of the best mentoring, internal training and professional development programmes available in market research. You will work with some of the biggest and best-known brands, learning how to design and run all types of research project, as well as learning from some of the best researchers in the business - no fewer than six Fellows of the Market Research Society (MRS) work for GfK NOP; no other agency employs more!

With training from GfK NOP, your career is guaranteed a quality foundation that is recognised throughout the industry.

For more details on our training programme visit our Graduate Recruitment page: <http://www.gfknop.com/careers/graduateprogramme/>

2. Big or small? We give you the best of both worlds

We are a part of the fourth largest research agency in the world and cover over 100 countries, giving you endless scope for further development and expansion of your career, with opportunities to work abroad and on client secondments.

But because we structure our staff into small, specialist teams, working on both traditional and digital research, you get the benefit of big-company resources within the comfort of a friendly, responsive and supportive team environment.

As one of our graduates said, "The large global nature of GfK has given me the opportunity to work with many different countries and to use a variety of research methods. At the same time I have had the benefit of a supportive team environment and have been able to work closely with, and learn from, individuals who are experts in their field."

3. Off-the-wall thinking encouraged!

We pride ourselves on offering our clients the most technically advanced and creative solutions to meet their information needs. Through consistent product development and innovative thinking we remain at the forefront of the new world of customer focus and marketing.

We offer a challenging environment, in which new techniques are constantly tested, and in which "off the wall" ideas are encouraged.

4. Daily support

We understand that first jobs can be challenging, so we give all our new joiners a 'buddy' to act as personal mentor and advice-giver, as well as support from their line manager and our HR department.



5. Social fun

We also know that life isn't just about work. Our Sports & Social Club organise regular events, from the annual Sports Day, Summer Party and Christmas Party, to comedy nights, theatre trips, karaoke nights, paintball events, 20/20 cricket, men and women's teams in the industry-wide football competition, wine tasting, quiz nights and even a Central London scavenger hunt.

6. Great location

Situated on the banks of the Thames, right by Blackfriars Bridge and a stone's throw from the Tate Modern, with views across the river to St Paul's Cathedral – our head office location really is a plus. For your lunch break, you can choose between our very own on-site Benugo's café or a fun range of

shops, restaurants and pubs along the vibrant South Bank or across the river in Fleet Street.

Transport is easy via the tube and the train lines coming into Blackfriars and Waterloo.

7. Competitive salary and career progression

We will pay you a competitive starting salary, which will be reviewed regularly over your first two years and then annually thereafter. These frequent reviews mean that, subject to satisfactory performance, your starting salary will be considerably exceeded in the first two years of employment.

Prospects of promotion are good too, as it is our policy to promote from within the Company where possible. All graduates joining us have the opportunity of a rapid career progression and commensurate growth in salary within the first few years.



the position

Training to be a Market Research Executive:

We are looking for graduates to train as Research Executives. As a Trainee, you will be assigned to one or more research teams, to learn the role of Market Research Executive and ultimately take responsibility for the selling, design, management, execution and interpretation of commercial market research surveys. This includes:

- o obtaining client briefs and deciding how to design the research programme to best fulfil that brief
- o writing up our proposed research programme, in response to the client brief
- o designing the interview materials (whether a questionnaire or an in-depth interview guide)
- o managing the survey administration via our GfK NOP production departments and large field force of interviewers throughout the country
- o analysing findings, developing insights and recommending actions from those and reporting back to the client

what skills and qualifications are we looking for?

Our Research Executives are responsible for understanding what our clients want, designing and implementing quantitative or qualitative research studies to meet those needs, and generating insight for our clients from our research findings.

We do not have fixed rules on what subject you studied at university - our previous graduates have read Psychology, English, Modern Languages, History, Geography, Business Studies, Marketing, Sociology, Mathematics and Economics - but we do expect a good 2nd Class Honours degree (or equivalent) or above.

Successful Executives need a variety of skills, including clear communication and inter-personal skills, confidence with figures and the ability to draw detailed conclusions and recommended action out of study findings.

Specifically we are looking for candidates who can demonstrate the following attributes:

1. Excellent written English skills

You will need to be able to write clearly in a variety of styles, such as when addressing respondents, colleagues (briefing your interviewers) or clients (reporting and proposal writing).



2. Good organisation and ability to get things done

The ability to design and carry out projects, so that they meet our standards of quality, timely delivery and profitability.

3. Strong inter-personal skills

We are looking for people who are decisive, convincing and professionally impressive; who can persuade clients to entrust you with their work, take your considered advice and accept your conclusions. You will also need to be able to enthuse and coax the best efforts out of interviewers and production staff.

4. Clear, logical thought

Understanding the full complexities of data processing is not necessary, but we do want people who can take a client's brief and perceive, in advance, what pieces of information need to be collected from which groups within a surveyed population, presenting a clear pathway for your survey design and analysis. You should also be able to look at the mass of data generated by even small surveys and identify and tease out the meaningful parts.



what to do next?

Please fill in our online application form at <http://www.gfknop.com/careers/graduateprogramme>

All applications must be submitted online by 24th February, 2012

Interviews will take place in our London offices during late March and early April. This date may change depending on the number of applicants. Successful applicants will commence employment from June 2012.

Candidates' application forms will be acknowledged on receipt.

We are an equal opportunities employer: GfK NOP welcomes applications from suitably qualified candidates irrespective of sex, marital status, race, ethnic origin, religious beliefs, age, disability, sexual preference or political opinions.

www.gfknop.com/careers