

## JOB DESCRIPTION – CORPORATE RESEARCHER

### PRIMARY OBJECTIVE

To gather information on companies and contacts and the technology in use within those companies and to update the definitive resource (**i-4business**) delivered to the world's major technology companies.

### KEY METHODOLOGIES

A range of methods are utilised:

EXTRACTION OF INFORMATION FROM PUBLISHED MATERIALS – e.g. web sites; Annual Reports; press releases

TELEPHONE CONVERSATIONS - each call has the objective of gaining the answer to a specific question – it may be contact-related or aimed at gathering information on the size of an organisation or to identify companies using a specific technology

EMAIL CONVERSATIONS – again, each eMail will tend to be aimed at clarifying a specific aspect as per the telephone conversations

SOCIAL MEDIA – searching within and extracting from information on social media sites such as LinkedIn & Viadeo

PRESS ARTICLES – stripping out key items of information from published sources

GOOGLE SEARCHES - for information on Companies, contacts, technology case studies etc.

Once fully competent, a Researcher will generally use multiple methods for parts of each day.

### KEY RESPONSIBILITIES

#### CONTACT CHECKING

This is the most straightforward element of the role of Researcher and is the initial focus in terms of training. Contacts that are on the ProActive database must be checked in detail before clients can use the information. These details then need to be verified again every 6 months. Much of this checking and verification is conducted by telephone. We may speak with Receptionists, HR Departments, Secretaries etc. in order to check some of the details as well as speaking with the contact directly. In all cases, we are simply checking or gathering information – we are NEVER selling or marketing to these contacts or companies

#### CONTACT DISCOVERY

In many instances, we do not know who fulfils a specific role within a company; it might be that we do not know who is the Human Resources Director or the IT Director – in that case, we telephone the company and ask for this information. We initially speak with Receptionists, HR Departments, Secretaries and colleagues within the relevant department in order to identify the correct person and then we speak with the contact directly. In all cases, we are simply gathering information – we are NEVER selling or marketing to these contacts or companies.

#### DATABASE UPDATING

All information that is gathered is updated into the database using our web-based applications. A key focus of this part of the job is to identify the appropriate classifications to be included on the records so that they can be retrieved when required by clients - the classification systems must be understood and applied – this is a key part of the training we provide.



## COMPANY INFORMATION

Whenever possible, we use published material for this task since it is easier and quicker and the source is reliable.

Where that is not possible, we will telephone in order to gather that information.

Training is provided in this company research process once a Researcher has shown progress in achieving competence in Contact Checking and Contact Discovery.

The information gathered includes sizing information (e.g. number of staff, number of branches, number of PCs); classification (e.g. industry sectors; what does the company specifically do); technology (does the company use a specific software or hardware product etc.)

These calls are usually made to specific contacts within these companies and the conversations and the resultant updates to the database are somewhat more involved, which is why more experience is required.

## KEY ISSUES

### QUALITY

Quality is paramount

Our reputation is that we deliver the highest quality – that reputation has been hard won but can easily be lost if we don't focus on quality at all times

Therefore, our absolute focus is at all times on quality and completeness. Attention to detail is imperative and getting it right is an obsession – if we at any time have any doubt that we have gathered the correct information, our standard is to do the research again

GOOD ENOUGH IS JUST NOT GOOD ENOUGH!

### DEADLINES

It is imperative that we deliver on schedule – thus, everyone is expected to be aware of deadlines and scheduled progress and everyone is expected to do their utmost to ensure that they are met

If we have promised delivery of specific information to a client by a deadline, then that deadline must be met – the client's success (and therefore ours) depends on it.

## CAREER PROGRESSION

We have a strategy to promote from within – we recruit at Researcher level only and enable those with the drive, capability and commitment to progress into the other roles.

This role of Researcher is essential preparation for all other roles within ProActive. To achieve full competence in this role, a thorough appreciation of the ProActive applications, methodologies and processes needs to be gained. Given this competence, opportunities exist to progress into other roles – for example:

### SENIOR RESEARCHER/TEAM LEADER

This role involves being a lead researcher on projects, working with a project team, mentoring and assisting the less experienced team members, devising strategies, tactics and processes for those projects and leading by example

### ACCOUNT MANAGER

This is a key role within ProActive and involves taking responsibility for all communications with and activities on behalf of a portfolio of clients.

Our Account Managers are responsible for all aspects of customer service and the expansion of our service within those clients.

The Account Managers also work with prospective clients to introduce them to the unique quality of our solution and to cement a relationship for their use of our service.

Since our clients are located throughout Europe ( as well as the UK, USA, Canada, etc.), language skills can be a significant asset in this role.

### OTHER ROLES

All of our team joined us initially in a research role – other career progression opportunities include joining the Data Integration and Data Quality teams or progressing into Marketing (we have sponsored 2 of our team to gain formal marketing qualifications and will consider other such initiatives) and, perhaps, technical support.