The Swarm Training Programme

Market Research Executive

Level 4

The Market Research Executive collects, analyses and interprets information collected from participants using digital and non-digital methods. This apprenticeship develops the skills and competences required for a Market Research Executive.

The Programme

This occupation is found in private, public and third sector organisations. These include media, finance, local government, central government and health. Market, Social and Opinion Research enables organisations to understand customers, develop new products, identify business growth opportunities, understand society, develop new policies and address significant social concerns such as smoking, addiction, poverty and inequality.

The broad purpose of the occupation is to work on research projects to generate data and insight. The Market Research Executive collects, analyses and interprets information collected from participants using digital and non-digital methods. They use qualitative techniques such as focus groups, in-depth interviews, and ethnography; quantitative techniques such as face to face/telephone/online surveys, statistical analysis; and analysis of numerical data; and secondary data analysis such as summarising, collating and synthesising existing research.

The Market Research Executive role is key within the research function. They support the team from the beginning to end of the research project, across a range of research duties. This includes working closely with the research team to ensure project delivery in line with agreed resources and budgets. As part of this role it is essential to build and maintain relationships with internal and external clients and suppliers as appropriate.

In their daily work, an employee in this occupation interacts with internal teams such as research, sales, marketing, IT, product development, finance, HR, legal and Operations. (Operations is the part of the research function that undertakes data collection, coding, data processing and data delivery to the research teams for analysis and reporting.)

They also interact with external stakeholders, including members of the public, clients, service providers, agencies, the media, local and central government and research participants. They are expected to work independently on certain duties and as part of the wider office based research team on other duties including day to day responsibility for leading elements of a research project.

The Market Research Executive is accountable to a line manager within the research team, with no staff management or budgetary responsibilities. The Market Research Executive role is predominantly office based, however there may be some off-site duties at various locations such as attendance at research group discussions, research interviews, client/agency meetings.

An employee in this occupation will be responsible for under supervision, the investigation, design and set up of research projects, organisation, preparation and collection of data and summarising, evaluating and analysing of data and reporting of research findings undertaken with awareness and understanding of human resource, costs and budgetary restraints/opportunities. These activities will require capturing, comparing, checking and analysing primary research data; undertaking desk research/secondary research; checking, monitoring and screening participants; structuring and segmenting data for analysis and validating data for quality and accuracy. There will also be day to day responsibility for leading elements of research project delivery and specific research tasks in collaboration with internal and external stakeholders as appropriate. The areas of responsibility, resources they manage and reporting will vary across employers depending on factors such as size or type of organisation.

The Standard

Apprenticeship standards are based on occupational standards. An occupational standard is a short and concise document that describes what someone who is competent in the occupation normally does – 'duties', and the 'knowledge, skills and behaviours' (KSBs) required to carry out these duties competently; along with any qualifications that must be taken and alignment with professional recognition if applicable.

Knowledge

K1: The role research plays in the business process, such as the target market, consumers (behaviour or attitudes), competitors or the industry as a whole. Back to Duty.

K2: How research is used to address business, customer and policy questions, such as information related to products, services or advertising etc.

K3: The principles of Quantitative research and the underlying theories such as sampling, representativeness, statistical theory, data collection and analysis.

K4: The principles of Qualitative research and underlying theories of the social sciences e.g. representativeness, sampling theory analysis methods.

K5: The research methodologies including face to face (f2f), telephone, online, and postal.

K6: Approaches to primary research and the different sources of primary research data.

K7: Approaches to secondary research and how information is sourced and utilised from previously conducted studies.

K8: The principles of research project management such as time management, scheduling, resourcing, costs and budgeting.

K9: Relevant regulatory and legislative requirements such as data protection, GDPR, confidentiality, informed consent and safeguarding, ethics and The Market Research Society Code of Conduct.

K10: Technologies such as digital sources, systems and software, that can help deliver market research, delivery and evaluation.

K11: Technology and software used to provide appropriate representation of data and manipulate them into appropriate formats (tables, graphs and portfolios) for publication.

Skills

S1: Liaise with and manage, clients, stakeholders, internal teams and external suppliers to deliver required outcomes.

S2: Undertake data collection, data analysis, data presentation and data storage including analysis and validation of the outputs from primary or secondary research data sources.

S3: Interpret, prepare and communicate research findings such as presentations, reports, and workshops.

S4: Make evidence-based recommendations from research results.

S5: Use communications skills and techniques such as negotiation, collaboration, problem solving, and decision making.

S6: Interpret research objectives and translate into research design and implementation.

S7: Use digital and IT software packages relevant to the role.

S8: Use research/survey software to gather audience insight and/or evaluation such as SPSS (Statistical Product and Service Solutions).

S9: Select and use appropriate research design techniques.

S10: Evaluate data and research findings to derive insights to support improvements to future research projects.

Behaviours

B1: Works without bias.

B2: Seeks learning opportunities and continuous professional development.

B3: Works collaboratively.

B4: Works ethically recognising participants needs and data privacy.

B5: Works flexibly and adapts to circumstances.

B6: Takes responsibility, shows initiative and is organised.

Delivery Timeline

Phase 1: On Programme Training and Learning

Developing the Knowledge

The knowledge training is primarily delivered via monthly virtual classroom workshops & webinars (where multiple people in an organisation are enrolled) or 121 via tuition. The content of this is based on the main knowledge outcomes above that provide a depth of understanding for the skills.

Employer collaboration/involvement is key to supporting some of the workshops/content as many will need to be bespoke to meet the employer specifics.

Resources and learning materials are provided.

Skills Development and Portfolio Building

Evidence to demonstrate the performance of knowledge, skills and behaviours will be supported via 121 tuition and mentoring with evidence collected via our E portfolio system.

The development of the skills aims will be done throughout the programme and evidence of performance will be gathered to create a showcase portfolio required by the End Point Assessment.

Reviews

Every twelve weeks the tutor will conduct a progress review with the learner and line manager to support in keeping the progress on track, identify any issues and plan the next phase of collaborative earning.

English & Maths

Apprentices without level 2 English and maths will need to achieve this level prior to taking the End-Point Assessment. For those with an education, health and care plan or a legacy statement, the apprenticeship's English and maths minimum requirement is Entry Level 3. A British Sign Language (BSL) qualification is an alternative to the English qualification for those whose primary language is BSL.

Phase 2: Gateway and End-Point Assessment

Gateway

When all learning has been completed and evidence in the portfolio has been gathered, the next process is to conduct the Gateway review. The gateway review is when the learner, employer and provider agree the learners readiness to progress to End point Assessment.

The End Point Assessment Process

Completion of the off-the job learning components of the programme.

Confirmation from the employer that the apprentice is ready. It is recommended that the training provider is consulted by the employer to inform the decision.

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Entry Level 3 and a British Sign Language qualification is an alternative to English qualifications for those whom this is their primary language.

Completion of a portfolio of evidence

The EPA consists of 2 distinct assessment methods.

- Work-Based Project

- Professional Discussion

The EPA must be completed within a 20-week period, after the apprentice has met the EPA gateway requirements. Assessment methods can be completed in any order, allowing EPAOs flexibility in scheduling and cost-effective allocation of resources.

EPAOs must ensure that each assessment method is scheduled for an apprentice within their maximum 20-week EPA period. It is recommended that the professional discussion and examination components be completed on the same day however this is not a requirement. The full details of the end assessment plan can be found on institute of apprenticeships website.

Employer Support:

- Dedicated Senior Account Manager

- Quarterly Cohort Reviews with Senior Account Manager

- Employer Showcase in Swarm media and news

- Access to view Learners progress via our E-portfolio

For more information please don't hesitate to contact us.

Email: enquires@swarmgroup.org.uk

Phone: 0800 0868199

Costs:

Full Apprenticeship Cost Per Learner: £8000

(Maximum Funding Band)