

## **Perspective: Fuelling Visionary Insights**

Perspective is a leading provider of data collection and analysis services renowned for its exceptional quality. With a rich history spanning over 25 years, we have established ourselves as a trusted partner for businesses seeking to unlock the power of data-driven decision-making. Our mission is to provide great data that empowers our clients to achieve their vision.

Our client base is diverse, encompassing research agencies, private sector clients, Big 4 management consultancies, and public sector organisations, including those commissioning research utilised at the highest levels of government.

We offer a comprehensive suite of research solutions, including UK-wide & International F2F, CATI, CAPI, qualitative recruitment, and data processing. As a fully owned subsidiary of the BVA Family and part of BDRC Group, we have enviable access to a wealth of resources, including innovative online survey solutions through Alligator Digital for mixed-mode research and a 20-strong team of data scientists within the BVA Data Factory.

We have consistently been recognised for our commitment to quality, receiving prestigious awards such as the inaugural MRS Award for Data Collection and the IQCS Award for Training & Development. We are proud to be one of the UK's largest data collection operations, boasting a team of highly experienced professionals with a deep understanding of the research landscape.

We are seeking an ambitious and driven leader to join our team, build upon our legacy of success, and guide the company through the next chapter of its growth within a dynamic and evolving industry.

## **Managing Director, Perspective Research**

### **Services**

We are seeking a managing director with extensive experience in the field of market research operations. Reporting to the BDRC Group CEO, the successful candidate will join the Perspective board after completing their probation period, will be responsible for developing the annual business plan, the ongoing financial management of the business (including full P+L accountability), and successful delivery to clients – both within the group and externally.

They will be an effective manager of people, dedicated to exceptional client service, goal-driven and adept at nurturing relationships.

## **Commercial context**

Perspective achieved headline revenue of £5m+ in 2024. This primarily comprised CATI and face-to-face fieldwork, supplemented by DP services and Qualitative Recruitment.

Most of this revenue is derived from intra-group business, including several annual / multi-year contracts to deliver ongoing data to blue-chip clients. This is supplemented by work commissioned directly by third party clients.

The 2024 revenue included around 9,000 F2F interviewer days, and 13,000 CATI interviewer days.

The company currently has 18 permanent employees, working in our Angel office, which also houses a 40-seat CATI unit.

## **What's the job?**

The holder of this role will immediately assume responsibility for the leadership of Perspective. The role will initially involve working closely with the Interim Managing Director (Ian Stevens) and other members of the Perspective management team to provide whatever support may be required.

The role will entail working with the support of colleagues who have UK Groupwide responsibilities, which include Business Development, Marketing and Design, Training and Development, HR, Group Accounts and IT.

## **What you'll do**

- With the support of BDRC Group senior management and Perspective's board, develop a long-term plan for the company's growth, driving innovation and ensuring alignment with the long-term vision of the wider group.
- Liaise with CATI, F2F, DP and Qualitative team managers through weekly meetings, supplemented by ongoing interactions / dialogue

- Working with the group CFO, oversee the management reporting processes, including monthly forecasts, monthly revenue recognition via CMAP and sales records via HubSpot
- Be involved in the annual budget planning process
- Work closely with the leaders of the other UK Group businesses to share ideas, promote efficiencies
- Support those in dedicated business development roles, participating in pitches and tenders when required and supporting proactive outreach efforts.
- With the support of the sales team, take briefs from prospects and develop proposals, pitches or approved supplier applications to point of conversion
- Working with Group HR, oversee the appraisal and performance review process, coordinate recruitment, staff training needs and other people-related matters.
- Work with the Group Marketing and Design team to develop marketing collateral, plan digital marketing activity and co-ordinate attendance at external events
- Oversee various ISO Compliance and Quality Assurance matters, including updated policies and procedures, staff training, external audits and inspections
- Build and develop a team to support the strategy

## **What you'll bring**

You must be able to demonstrate the following skills and experience:

- Extensive experience in a senior operational management role in a market research agency context, with a demonstrable track record of achievement
- All the competencies required of a senior manager, including:
  - exceptional people management skills
  - strong communication skills, applied to both external and internal audiences

- an entrepreneurial mentality, coupled with sound commercial judgement
- an understanding of all operational aspects of a data collection business including regulatory and quality assurance requirements
- A readiness to articulate and exemplify our call-to-action, “Be Better”, helping to inspire performance and purpose among clients and colleagues alike.

## **What you’ll enjoy**

Competitive salary in line with experience

Discretionary year-end bonus

Hybrid working, mixing home with our London fieldwork centre office in Angel

26 days’ annual leave, increasing with service

A variety of employee benefits

Supportive and collaborative culture

Monthly social events and regular CSR activities