



Client aims to be a globally leading company in providing innovative solutions for the development of consumer goods. Strategically located in Singapore with close proximity to major manufacturers and suppliers in Asia. They have an overseas office located in Beijing, China, to tap on a global base for manufacturing resources and to better monitor and analyse the latest global trends.

## **Research Manager**

### **REPORTS TO**

Head of Strategy Group Department

### **JOB PURPOSE**

To provide client awareness of the Asia market trends through research investigation and analysis. To identify and develop business opportunities for the Company services to existing and new clients.

### **JOB SUMMARY**

Manages and directs the collection, gathering, investigation and participate in the analysis of information on design trends, technology trends, marketing and communication trends as well as consumer trends and lifestyles.

Responsible for managing existing key accounts. Provide consultation that addresses client's concern in information development, awareness and information investigation.

Coordinates the research information so as to align the development of products and services in accordance to consumer needs.

## **DUTIES & RESPONSIBILITIES**

1. Leads and supervises the senior and junior researchers
2. Consistently improves content and research output
3. Establishes and implements research methods and strategies



4. Ensures that deliverables are above competitors' level and contributes to create niche services and/or products
5. Works closely with management team to establish research directions
6. Travels overseas for research, exhibitions and/or presentations.
7. Provides consultation to clients, plans, coordinates and implements projects by understanding the business requirements and turning them into innovative and value-added business ideas.
8. Provides and maintains an optimum level of service to the company's key accounts through meetings and follow-ups. Assists the client in exploring new projects and provides updates on current projects.
9. Prepares Project Definition Forms or Research Briefs based on client's needs and/or requirements.
10. Coordinates and monitors project progress thus ensuring that project deliverables are in line with client's requirements.
11. Presents project solutions to client when required.
12. Reports and discusses on developments concerning business concepts and implementation.

#### **QUALIFICATIONS**

- Relevant Bachelor Degree

#### *Experiences*

- Preferably at least 5 years experience in consumer or product research

#### *Competencies (Knowledge, Skills and Capabilities)*

- Extensive broad based knowledge
- Possesses good analytical skills including ability to think strategically
- Excellent writing skills.
- Structural thinking.

Salary: \$5.5K

**Interested candidates are invited to submit your latest updated resume stating your availability of employment, current, achievements and expected salary to Adrian Collin Png at: [adrian@collincrawford.com](mailto:adrian@collincrawford.com)**