**Structure**

* Reports to: Senior Research Manager/Account Director (TBC)
* Member of: TRUE Global Intelligence Practice, London

**Graduate Trainee, TRUE Global Intelligence**

**Job Description**

**The Team**

Within TRUE Global Intelligence (TGI), we are passionate about using research, data and information to uncover insights that are critical to understanding people, sectors, the media, businesses and markets. Our clients not only look to us to help provide them with business-critical answers for today, but to use this knowledge to innovate and plan for the future.

We’re a friendly, hard-working and curious team of 10 researchers and analysts from a wide range of backgrounds. We have ambitious plans to grow not only the TGI practice itself, but to be the growth and innovation catalyst for FleishmanHillard’s new and existing clients more broadly. We conceive and deliver both research and measurement & evaluation strategies for clients and teams across the agency, so collaboration, diligence and flexibility are key to our success as a team.

**The Work**

Our mission is to put intelligence at the heart of all that the agency delivers. We strive to identify meaningful connections among disparate sources of information, research and data, and create a culture of continuous learning and diversity of knowledge.

Our approach is rooted in the belief that effective research, analytics and evaluation is a blend of rigor and flexibility, consistency and customizability. Using careful data gathering and thoughtful analysis of facts, we can unlock intelligence and generate the transformative ideas that shape a company’s success.

With our unwavering focus on business outcomes, and never-ending cycle of intelligence gathering, we ensure sustained success for our clients. We provide them an advantage by finding the truth – about their audiences, their operating environment and their competition.

We work across the agency’s client portfolio, providing research, analytics and intelligence services focused on corporate reputation, brand marketing, patient awareness, stakeholder engagement, tech innovation, B2B sales and product launches. We support clients such as Samsung, Western Union, Krispy Kreme, Johnson & Johnson, Bayer, Novartis, Philips, NVIDIA, and Fitbit.

As trusted advisors within the agency, we provide research counsel to our agency partners daily, delivering on a wide range of research consultative services, including, but not limited to:

* Providing new and existing clients with research, intelligence and analytics that helps them plan cut-through campaigns by exploring and understanding their target audience(s) and stakeholders
* Delivering in-depth analysis of coverage, social conversation and other digital signals to understand the topics and issues that are pertinent to our clients and the campaigns we execute on their behalf
* Using primary research to develop content and thought leadership collateral for our clients to support their business and broader communication efforts
* Developing and implementing measurement and evaluation strategies that allow for programmatic tracking and reporting of campaigns and to demonstrate how PR and communication impact our client’s business

**Role Overview**

As a member of the TGI team, you will be supporting the team and its clients with research for planning, strategy and execution, using research methods and sources that span across secondary, syndicated, and primary (both quantitative and qualitative). You will also be responsible for delivering reports, dashboards and analyses that make use of data from media, social conversation, search, digital, and surveys, working with and learning from the TGI team, account teams and clients, ensuring reporting is accurate and provides salient observations.

 **Your day to day:**

* Providing monitoring, conversation analysis and pattern recognition across client accounts
* Providing traditional desk research, supporting new business and client teams by delivering market, competitive and audience intelligence
* Supporting on primary research and reputation projects, including helping to write surveys, working with third-party partners, supporting on data quality control as well as reporting and analysis of results
* Assisting new business and existing clients in identifying emotive behavioral drivers for target audiences
* Supporting the social analytics practice with social and digital analytics as well as the development of structured reporting

You will provide consistent quality, delivering reports that are free from grammatical and quantitative errors and provide valuable insights to clients. In doing so you will ensure TGI deliverables are of the highest standards. Additionally, you will be responsible for handling requests from teams across the business with positivity and enthusiasm, working closely with TGI colleagues to deliver on these requests.

You will be accountable for work across several clients and sectors, with about 80% of your time spent on billable work, and the remaining 20% spent on new business and agency initiatives.

**A little bit more about us**

As an [agency](https://fhflondon.co.uk/careers/) we offer a whole host of additional benefits from private medical and financial consulting to inhouse massage and wellness clinics. We care about the whole you: your physical and mental health, your family, your development, your longer-term aspirations, your wallet and even your gigs outside of work – for more details see [here](https://issuu.com/fhflondon/docs/fhf-benefits-booklet)

Check our [Insta](https://www.instagram.com/fhflondon/?hl=en) feed to get a feel for the day to day.

We are committed to creating an inclusive work environment with a diverse workforce. All qualified applicants will receive consideration for employment without regard to race, religion, ethnicity, gender identity, sexual orientation, national origin, disability or age. As an agency we celebrate individuals’ strengths and ambitions - both professionally and personally - encouraging you to be yourself and bring your personal passions to work.

Joining FHF brings the benefits of belonging to a top global network whilst enabling individuals to grow in a genuinely entrepreneurial environment. Not to mention our Gold PR Week Award for ‘Best Places to Work’ (2020)!

We are part of the [Omnicom Group](https://www.omnicomgroup.com/) (NYSE:OMC), the leading global advertising, marketing and corporate communications company.

We treat your data in the strictest confidence. For further information our Data & Privacy policy is located on our website at http://fhflondon.co.uk