

The Digital Property Group

The Digital Property Group Job Vacancy Research Executive



Find a Property.com

Reporting to: Senior Research Executive

Hours: Full time. 9.00am to 5.30pm Monday to Friday

Department: Research

Role: This is a fixed term (6 month) appointment commencing late August/early September to cover Maternity leave

Location: London/Brighton

The Company

The Digital Property Group, part of the Daily Mail General Trust, has been formed to unite four of the industry's leading property websites; Primelocation.com, FindaProperty.com, Globrix.com and FindaNewHome.com. We are also behind the property search channels for the Mail Online and Northcliffe.

With a combined unique audience of over 5 million visitors every month, and with only 19% cross-over between the audiences of Primelocation.com and FindaProperty.com, we provide a valuable component to any estate or letting agent's online marketing mix.

What sets us apart is our ability to reach all levels of the property renting and buying ladder. Primelocation.com is highly effective at reaching those older and more affluent house buyers and renters, while FindaProperty.com attracts those toward the beginning of the process, and is highly effective at reaching renters. With our leading websites supported by Globrix.com and the new homes market with FindaNewHome.com, we can offer our customers a wide reach in a challenging market.

Role Purpose

The role sits within TDPG's central Research team, tasked to create and deliver actionable business information to support the growth and development of the business.

Based on listing, agent and consumer data, the role involves analysis of web analytics data, creating surveys to send to website users and estate agents, managing the production of monthly performance reports to TDPG's senior management team, and communicating insight from analysis and research across TDPG.

Please note this is a fixed term appointment of 6 months commencing late August/early September to cover maternity leave.

Responsibilities

- Manage the production and distribution of weekly and monthly traffic performance reports to TDPG's senior management team & Northcliffe partners
- Keep the business informed of ongoing developments in the market, and provide opinion/comment to these developments
- Create and design online surveys that are distributed to website users and estate agents.
- Manage ad-hoc data requests from TDPG's display advertising team
- Work with Senior Research Executive in collating questions, survey design, email communication and data analysis for TDPG's MyHomeLife consumer panel
- Support Senior Research Executive with ad-hoc Research projects, which could be either internal projects, or projects delivered to clients.
- Support the Research Manager in providing ad-hoc data requests and supporting client audits/data sales

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Skills/Attributes

- Comfortable working with data on a regular basis
- Strong analytical skills – providing opinion and insight to explain data patterns and trends
- Advanced MS Excel, e.g. creating pivot tables and/or using lookups
- Previous experience of Intellitracker or Google Analytics web analytics packages desirable
- Previous use of Hitwise, comScore or Nielsen Netratings data desirable
- Previous use of online survey software desirable
- Good communication and interpersonal skills with internal and external customers is essential.
- Proven ability to work accurately and effectively under pressure

We Offer:
Competitive salary
Quarterly company bonus scheme

Employer Contribution Pension, Private Medical Cover, Life Assurance, Childcare Vouchers, 25 days holiday, Eye Care, Annual Season Rail Tickets, Ride to Work Scheme, Catalogue of training courses, Recommend a Friend recruitment bonus scheme.

To Apply

Please contact Neil Barnes for more information on 01273 763175, or send your CV to neil.barnes@tdpg.com

Closing date for applications: Friday 23rd July 2010