

2019

# Candidate Information Pack

## Senior Researcher



## About LaingBuisson

LaingBuisson is the foremost name in health and social care business intelligence and we have established our reputation for insightful, objective and independent advice over 30 years. We are widely viewed as the go-to provider of market intelligence on health and social care not only by providers working in the sector, but also by advisors and suppliers.

We are also the chosen provider of data on the independent healthcare sector to the Office for National Statistics (ONS), which we are rightly proud of, underlining as it does the quality, integrity and importance of what we do. This data is also used by international bodies such as the WHO and the OECD.

Our reports, consultancy work and data are all highly-respected in the sector and play a key role in shaping business decisions and in influencing government policy. Our work is regularly cited in the press and recent appearances include *The Telegraph*, *The Times*, *The Guardian*, *The Financial Times* and Radio 4.

## Our values

We ask all of our team to adhere to our values of Integrity, Teamwork and Service. Our purpose is to provide high quality, insightful business intelligence to our clients and fulfilling work for our people. We are in business to be profitable, but it is the way we do business that defines us.

We explain our values as follows.

### Integrity

- We have a reputation for integrity, impartiality and independence. Our objectivity, transparency and experience are central to our success story.
- We have a thirty-year track record serving the healthcare and social care sectors with the highest quality business intelligence and data.
- We are trusted and respected for the work we do, and this means that providers, advisors, commissioners and investors look to LaingBuisson's work when they need to make key decisions.
- We are the chosen provider of data on the independent healthcare sector to the UK's Office for National Statistics.

### Teamwork

- We value and trust our colleagues and believe a strong and motivated team fosters the best service to our customers.
- We promote diversity and respect the views of others and foster an environment where people trust and feel safe putting forward their opinions.
- We seek commitment and good performance, and recognising people spend a great deal of time at work, aim to inject a sense of fun alongside the serious business of getting a good job done well.
- We value collaboration both internally and with our partners and all undertake to facilitate this through good communication.

### Service

- We seek first and foremost to please our customers. We keep our promises and act honestly.
- We listen to our customers and, where appropriate, offer appropriate challenge to ensure we provide them with the products and services that they really need.
- We commit to giving our customers superlative service, whether this means the timely delivery of products, returning a call or email promptly, or ensuring they are kept up to date on the progress of projects.
- We have an entrepreneurial spirit - we are proactive in seeking opportunities and creative in providing solutions.

## Our work

As a Senior Researcher, you will be working principally on LaingBuisson's reports on the health and social care markets. Our titles include:

### Healthcare

Cosmetic Surgery  
Dentistry  
Health Cover  
In Vitro Fertilisation  
Mental Health Hospitals  
Out of Hospital Healthcare  
Private Acute Healthcare

### Social Care

Adult Specialist Care  
Care Homes for Older People  
Childcare  
Children's Services  
Dementia Care  
Homecare and Supported Living  
Housing with Care

### International

Medical Travel and Tourism  
International and Expatriate Health Cover

You will also have the opportunity to work on consultancy projects. Selected recent clients include:

### Public

Department of Health and Social Care  
Department for Education  
Office for National Statistics  
Nottinghamshire County Council  
Middlesbrough Council  
Peterborough City Council  
County Councils Network  
Guy's and St Thomas' NHS Foundation Trust  
NHS Wales

### Private

Advent international  
Sovereign Capital  
HCA  
Boots  
AstraZeneca  
BNP Paribas  
JP Morgan  
Octopus Investments  
Mayo Clinic Healthcare in partnership with Oxford University Clinic

### International

Malaysia Healthcare Travel Council  
Dubai Health Authority  
Spanish Ministry of Health, Social Policy and Equality

Fresenius  
Novartis  
Roche Diagnostics

We also publish four journals – *Care Markets*, *Healthcare Markets*, *Healthcare Markets International* and the *IMTJ* (International Medical Travel Journal); run a series of half-day seminars and full-day conferences; and hold two annual awards ceremonies which celebrate the best in UK health and social care, and international medical travel and tourism respectively. As your career progresses with us, there will be opportunities to be involved with this wider portfolio of work, perhaps writing articles for the journals or speaking at the conferences.

## The benefits of working at LaingBuisson

### Informing markets and policy that affect our everyday lives

LaingBuisson is a small company, comprising around 30 members of staff. However, we work with a vast array of partners and independent consultants, all of whom we count as part of the LaingBuisson 'family', to achieve our objectives. You will be very much involved in all aspects of research and the close-knit nature of our team means you will have opportunities also to work with people in other teams.

We are located in offices in London, Berkhamsted and Blackpool. Research is based in London, alongside our Sales and Editorial teams. Blackpool is home to our Data team, whom you'll work with regularly. Our Online Media, Event and International Medical Travel teams are in Berkhamsted. You may be asked to travel between offices occasionally, not only for your work but also so you get to know your colleagues in person.

*"I work here because it is one of very few real opportunities to make a difference and impact decision-making within the healthcare and social care spaces. The job will be what you make of it, with the ability to take forward and explore your own ideas and contribute across a massive portfolio of existing opportunities."*

Guy Gross, Head of Research

### Professional development

We know that one of the things that our employees look for is to develop their own careers. On joining LaingBuisson, you will be given on-the-job training to enable you to do your job. We will also discuss with you any skills gaps you may have (e.g. training on a particular computer program) and, as appropriate, arrange training. Your professional development is in your own hands. We are happy to support ongoing training for our people and do so through a combination of training courses which we organise for teams and courses identified for individuals. If you find a course which you consider will help you in your role, please speak to your manager and HR.

Other opportunities lie in the wider business. Learning about 'a day in the life of...' another colleague is actively encouraged. As opportunities arise, as appropriate, we like to consider our current team first, whether that is for promotion or a sideways move into a different specialism.

### Flexible working

LaingBuisson has a flexible working policy. While our normal office hours are 9am-5:30pm in all of our offices, our employees are welcome to work flexible hours subject to the needs of their team and the agreement of their manager. As a Senior Researcher, we would expect you to spend the majority of your time at the office so that you can interact with and learn from colleagues.

### Salary

We offer a competitive salary which is reviewed annually.

The starting salary for this role is £35,000-£45,000 (depending on experience).

### Bonus

LaingBuisson operates a discretionary bonus scheme for all employees who have been employed for the full calendar year in question. It is based on your performance and the profitability of your department. This means that if the company and department does well and you meet your performance targets you may be eligible for a payment when our Executive Committee considers the bonus pool.

## Holidays

Full time staff have 23 days leave per year plus paid holiday on the usual bank and public holidays as recognised in England (i.e. New Year's Day, Good Friday, Easter Monday, May Day, Spring Bank Holiday, Late Summer Bank Holiday, Christmas Day and Boxing Day). Your holiday entitlement will rise to 24 days after two years' continuous service and 25 days after five years' continuous service. Staff who have completed 10 years' continuous service will be entitled to 27 days leave.

## Pension

LaingBuisson offer an autoenrolment pension which you will be eligible for once you have completed 3 months' service. The current contribution rates are 5% (employee) and 3% (employer).

## Other benefits

The other benefits offered by LaingBuisson include:

- Life Insurance (4 x salary)
- Critical Illness Cover (2 x salary)
- Season ticket loan
- Cycle to work loan
- Tech loan scheme
- Employee assistance programme

## The job of Senior Researcher

You will be joining LaingBuisson as we embark on a strategic shift in the way we do research: as the world becomes more digital, so clients are looking for data in real time and that is changing how we work in exciting ways. This is a chance to be involved in truly cutting-edge projects from their initiation to delivery.

As a senior researcher, you will have already established your career in research. This is likely to have been gained in a commercial setting, and not necessarily health and social care but you must have a clear understanding of the UK's health and social care systems. You will understand quantitative research methodologies and their application, and have been involved in the writing of reports. You will thrive in a challenging environment, and work well in teams, motivating those around you to achieve team objectives.

Key responsibilities include:

- To oversee and manage the process for co-ordinating and getting to completion approximately 10 market reports per year, working with colleagues in the research and data teams as well as the authors and our production team.
- To oversee and project manage the process of updating the reports, including ensuring surveys are undertaken and completed in a timely fashion, engaging in interviews as necessary, and leading on desk research and trend analysis.
- To review and update master documents for each report that you have responsibility for, making them ready in good time for the lead authors to start their work.
- To undertake research for consultancy projects as required.
- To undertake other duties as necessary commensurate to a role of this nature and seniority.

Personal skills and attributes:

- Quantitative research skills - in particular you must have at least intermediate Excel capabilities (e.g. producing charts, using formulae (including use of \$ to fix cell values), pivot tables, lookups and use of filters).
- Report writing – you will need the ability to contribute to reports by writing passages as required and supporting the editing process.
- Economics – you will be an economics graduate and have used the skills gained during your studies professionally.
- Inquisitive and hungry for more knowledge – you are the kind of person who is not satisfied until you have found the right answer.
- Natural problem solver – able to work on your own and with others to find solutions which take your projects forwards.
- Project management – you will either have a recognised project management qualification (e.g. Prince2 or equivalent) and/or be able to demonstrate a proven capability to manage a portfolio of projects.
- Organised – you will have the skills and ability to give those around you confidence that you will manage your projects to a successful conclusion.
- Disciplined – you will have the ability to work to deadlines and under pressure and willingness to 'do what needs doing' when timescales are tight.
- Good work ethic – you will take pride in getting a good job done and inspire others to do the same.

## What's expected of you?

A job description is all very well, but what will you be doing on a day to day basis? As a Senior Researcher you will be doing the following:

- Project managing others in the research and data teams and liaising with authors to ensure the timely publication of market reports which meet the high-quality standards associated with the LaingBuisson brand.
- Working with authors and the data team to design surveys and ensure they are sent, quality assuring research and editing the reports before they enter the production process.
- Undertaking desktop reviews of secondary data sources, e.g. strategies, action plans, case studies, research papers, demographic, socio-economic and performance data, and financial information.
- Completing analysis, e.g. of small and large scale quantitative data. You must be confident undertaking analysis within Excel.
- Drafting and editing sections of research and consultancy reports.

The work of the research team is overseen by Dr Guy Gross, Head of Research. Other key relationships include:

- Our Data Director and founder, William Laing
- Our report authors, many of whom are consultants who work with us on a project-by-project basis
- Our research executives, whom you will project manage
- Our data team based in Blackpool
- Our financial data analyst, who sits with the research team in London
- Our typesetters and proof-readers, who are key to the production process
- Our sales, marketing and website teams, particularly at the time a report is launched
- Our journal editors, based in London

While we will provide you with the support you require to succeed and you will need to work collaboratively, you will also have a high degree of autonomy and independence and you will be encouraged to take responsibility for your own workload. Our ideal candidates will have the skills, experience and drive to progress and advance their careers within LaingBuisson.

## How to Apply

To apply, please send your CV and a covering letter to [jobs@laingbuisson.com](mailto:jobs@laingbuisson.com) quoting SR0519 in the subject line.

This is where you make your case for the job. Please read the job specification carefully and make sure you tell us how you fit the person specification and what you could bring to LaingBuisson and this role.

If your application is taken forwards, you may be asked to provide further information, to complete a work-related assessment and be invited to an interview.

Applications will be reviewed on a rolling basis.

Before applying, please note the following:

- LaingBuisson is committed to promoting equality and diversity in all our work. We welcome applications from all suitably qualified people regardless of their race, sex, disability, gender reassignment, marriage/civil partnership, pregnancy/maternity, religion or belief.
- This role is offered on a full-time basis but we will consider applications to work on a part-time or job share basis.
- You must have the legal right to work in the UK as we are unable to sponsor work visas.