

2021

Candidate Information Pack Research Executive



About LaingBuisson

LaingBuisson is the foremost name in healthcare 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.

We publish four market-leading journals covering UK and international healthcare, social care, and medical travel and health tourism, drawing upon unique data and high-quality journalism to deliver in-depth analysis of the sector's stories, alongside contributions from key industry associations and sector experts.

We also hold a series of high quality, well-attended conferences and events aimed at senior executives from health and social care providers, advisors, investors and suppliers to the sectors. These are supplemented by a successful series of webinars. In addition, we have two annual awards ceremonies.

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 Research Executive, 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
Visa, Inc
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 Digital 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.

“A researcher joining our team has the opportunity to develop insight and expertise into a sector which touches everyone throughout their life. You will have the opportunity to apply your skills and explore ideas in a commercial setting and work at the centre of a vibrant multi-disciplinary team.”

William Laing, Founder and Executive Chairman

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 research executive, we would expect you to align your hours with others in the team so that you can interact with and learn from colleagues.

Following the pandemic, we have adopted a hybrid working policy and colleagues will work some days at home and some days at the office. We would discuss your preferred working pattern with you when you join.

Salary

We offer a competitive salary which is reviewed annually.

The starting salary for this role is £27,000.

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 autoenrollment pension which you will be eligible for once you have completed 3 months' service. The current contribution rates are 5% (employee) and 4% (employer).

Other benefits

The other benefits offered by LaingBuisson include:

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

The job of Research Executive

LaingBuisson's research team works on our 30 respected, industry-standard reports, supporting our expert authors and working with our data team to ensure that they remain the go-to publications for providers, suppliers, advisors, investors and consultants who need to understand healthcare and social care markets. The team also supports ad hoc consultancy projects in our fields of expertise.

The opportunity is working with market experts and in a developing team to gain an unparalleled understanding of the healthcare and social care, not only in LaingBuisson's 'home' UK market, but at a time when the company is actively seeking to diversify into international markets. We are specifically looking for someone with a background in economics and the role would suit a recent economics graduate or someone with some experience working in a consultancy or think tank focused on the healthcare and social care markets.

Key responsibilities include:

- To research, validate and prepare data for the updating of our market reports and in support of consultancy projects
- To prepare market reports for annual update by identifying which parts will be updated directly based on LaingBuisson data and surveys and which require analysis and opinion from the lead author
- To build Excel models to facilitate data analysis for the market reports and to work with our authors to ensure modelling informs their lines of enquiry
- To work collaboratively with other team members to systematise the data research that underpins the reports
- To undertake data analysis to gain insight into market drivers
- To play a role in editing the text of the reports
- To undertake other duties as necessary commensurate to a role of this nature and level

Personal skills and attributes:

Key skills:

- Education – you will be educated to at least bachelor's degree (minimum 2:1) level in economics.
- Quantitative skills – you will have advanced quantitative and numeracy skills. You will have an advanced knowledge of Excel (we use it on a daily basis) and be prepared to undertake further training as required to enable you to do your job; and you will understand statistical data and be able to derive meaning from it.
- Knowledge – you will be familiar with UK official economic statistics. Familiarity with the healthcare system in the UK will be an advantage but not essential.
- Literacy – you will have a high standard of English, be able to write well in your own right and contribute to proof-reading and editing of reports. English will be your first language (or you must have attained the same standard as a native speaker).

Personal attributes and values:

- Organised – you will be organised and give those you are working with, both inside and outside the organisation, the confidence that you will deliver work to agreed time scales.

- Team-player – you will need to collaborate with others to complete projects.
- Good work ethic – you will have the self-motivation to ensure you deliver high quality work to deadline and you will be able to act on your own initiative.
- Disciplined – you will have the ability to work to deadlines and under pressure and willingness to ‘do what needs doing’ when timescales are tight.
- Inquisitive and hungry for more knowledge – you are the kind of person who is not satisfied until you have found the right answer.

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 research executive you will be doing the following:

- Reviewing the data sources used for reports, ensuring their consistency from year to year and looking for new, reliable sources which will add value to the reports.
- Building, in a systematic way, models which underpin our reports, ensuring they are constructed to be clear, flexible and easy for others to use as needed.
- Editing and adding insight to sections of research and consultancy reports.

The work of the research team is overseen by William Laing, our Founder and Executive Chairman. Other key relationships include:

- Our Chief Operating Officer, Heidi Malaure
- Our Commercial Director, Sarah Ward
- Our report authors, many of whom are consultants who work with us on a project-by-project basis
- Our Research Project Manager, Michael Neaves, whom you will work closely with on researching and editing reports
- Our data team, based in Blackpool
- Our Financial Research Executive, who sits with the research team in London
- 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 quoting RE0921 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. Your aptitude in English and Excel will be tested as part of the work-related assessment

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 flexibly or on a job share basis.
- You must have the legal right to work in the UK as we are unable to sponsor work visas.