



RESEARCH AND ANALYTICAL COMPETENCIES

Description: the ability to understand, plan and carry out a research or analysis task, from receiving the brief to presenting your findings.

Main task	Be able to	Understand
Understanding the research brief, task or context	<ol style="list-style-type: none"> confirm the scope, practicalities, budget, context, and specific objectives of what's required and the tools/equipment needed for the task confirm the timing and final format for the brief, when the brief needs to be delivered and how frequently updates are required identify who the key people are you need to interact and communicate with for the project, including colleagues or potential sources of information speak up at all stages if you don't understand any elements of the brief be prepared to adapt to the situation quickly and find out about requirements if any aspect of the brief changes 	<ol style="list-style-type: none"> different types of research (qualitative, quantitative, primary, secondary) potentially required by the brief different methods used to collate and interpret information the roles and responsibilities involved in the production or project, and when to collaborate with others to deliver the brief
Information gathering for research or analysis work	<ol style="list-style-type: none"> plan what you need to investigate, and organise your work to ensure you stick to the required timescales write a to do list, prioritising and identifying how long each task will take check that the information you wish to use is available and that you are legally allowed to use it ensure you record all sources of information and store this with research results be proactive and persuasive in your work, tracking activity and following up behave professionally at all times, be it via phone, face to face, online or email collate and interpret the information as it emerges and identify any remaining gaps and which sources you should use to fill those gaps identify if research by others will make your findings out of date maintain confidentiality of sensitive information in line with production or organisational procedures, adhering to GDPR compliance 	<ol style="list-style-type: none"> the depth of information required and how it fits into the bigger picture effective and appropriate ways to approach the sources of information the implications and effects on the research of copyright, clearances, and rights to use information your production or organisational procedures and timelines for data handling and deletion of data/records/information how to keep informed on evolving sources of information so you can update this within your research or analysis work the implications of current legislation and regulations covering data protection/GDPR

Interpreting the information gathered and communicating your findings	<ol style="list-style-type: none"> 1. fact check the validity of your sources 2. sift and select relevant information for your analysis based on its currency, context and timeframe 3. collate the set of findings and assess which information is relevant to the objectives of the brief, and which can be discarded 4. ensure your findings align with the original brief and meet the needs of the person or organisation that provided the brief 5. keep all stakeholders regularly updated on the progress of the brief 6. ensure you present the research material in the required form and in a way that is suitable for its intended use 	<ol style="list-style-type: none"> 1. how to use the brief, criteria, budget and schedule for the work to decide which information is relevant 2. what information is needed by whom, when they need it and how to communicate it 3. appropriate techniques for presenting the information in a concise and comprehensible way
Reflection on research and analysis work	<ol style="list-style-type: none"> 1. reflect and learn what went well and what didn't go well in a piece of work 2. proactively gather constructive feedback from others on the work 	<ol style="list-style-type: none"> 1. the importance of developing your skills whilst working on brief/task and how it can support your career progression 2. how to collect reliable future contacts who can provide open sources of information

Also see: Planning; Contracts and permissions; Problem solving; Communication