

## EXAMPLE – PROFILES, OBJECTIVES, SKILLS &amp; ATTRIBUTES

## Social Research

## EXAMPLE 1

PROFILE

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Highly motivated professional with over ten years senior management experience and a demonstrated record of achievement in the education industry.

Successfully led the international marketing, recruitment and admissions in Higher Education and the admissions, marketing (international & domestic), community engagement in Schools.

SKILLS & ATTRIBUTES

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- A goal orientated and motivating leader with an inclusive and collaborative management style with the ability to effectively manage teams by engaging with, and empowering employees to reach their potential
- Highly adept at identifying opportunities, and developing business through good sales focus, building strong relationships and highly developed interpersonal attributes and cross cultural understanding
- Effective written and oral communication supported by the development of marketing collateral and experience in the delivery of succinct informative presentations
- Team player with the ability to work autonomously, collaboratively and exercise leadership and vision
- A self-motivated individual with a strong work ethic and 'can do' attitude, who brings abundant drive, commitment and energy to all tasks
- Developing creative marketing strategies & manage the execution of promotional tactics and ensure projects are delivered on time and on budget
- Significant experience in working closely with community groups and schools to foster relationships to achieve goals
- Demonstrated capability in developing operational systems to streamline processes and foster a culture of continuous improvement
- Strong operational budgeting with a proven ability to manage costs
- Goal oriented, self-motivated, reliable and resourceful with a capacity for creative problem solving

# Social Research

## EXAMPLE 2

### PROFILE

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A highly skilled, experienced and motivated Public Health and Social Policy Researcher, whose career includes project-based management and consultancy roles in the Not-For-Profit, Health, Government and Academic sectors. Maintaining a strong focus on the effective use of research to inform policy development, advocate for organisational change and gain stakeholder support, has consistently contributed to each organisation's ability to successfully realise its objectives.

### SKILLS & ATTRIBUTES

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#### Professional knowledge and technical expertise

- Broad general knowledge of market research techniques and applications
- Strong qualifications and experience in social research planning and methodology
- Experience in questionnaire design/development and in monitoring/evaluation procedures
- Facilitation of focus groups - encompassing peak industry associations, health organisations, hospital administrators, patients, carers and doctors/specialists consultants
- High level of IT knowledge and computer literacy (software, systems and hardware), including specialist knowledge of Spssx and Spsspc (statistical packages for Social Scientists)

#### Management and leadership

- An easy manner, but proven ability to lead / supervise others and earn respect from co-workers
- Provision of high-level administration/secretariat support to Reference Groups and Committees
- Demonstrated ability to meet tight deadlines
- Well-developed project co-ordination and management skills, including budget tracking

#### Strategic thinking and structured problem solving

- Comprehend, analyse and resolve complex issues and communicate this into simple language
- Strong data analysis, with consequent data base development and management
- Extensive project management experience
- Capacity to balance priorities through forward planning and lateral thinking

#### Relationship building and capacity to influence

- Demonstrated ability to develop strong relationships with multiple stakeholders, to advocate for improvements in policies and programs
- Liaise effectively with federal, state and local government, politicians, electorate constituents, health professionals and executive officers of peak industry associations

#### Communication abilities

- Excellent communication, interpersonal and negotiation skills
- Strong report writing skills
- Represent stakeholders and act effectively as an advocate for their concerns in key forums
- Extensive experience in interviewing for research and information gathering; conducting focus groups; workshops; and delivering conference presentations

#### Personal qualities

- Motivated and well-organised, bringing an attitude of self-responsibility and energy to all tasks
- Empathetic, intuitive and creative