

Research and Development

The main reason businesses have a Research and Development department is to make sure that the company keeps up-to-date with all the information necessary for it to be successful. That means understanding their target audiences – what they need, or want, plus what their competitors are doing. It's very important that the Research and Development department keeps all the other departments and the senior directors informed, so that the company works together in meeting its clients' needs.

Some of the main jobs in Research and Development include:

- Analyst
- Policy Manager
- Head of Policy and Strategy

Analyst

There are many different kinds of analysts, depending on the type of business and the sector that it's in, but their core responsibility is to 'analyse' or study the key data about their products, their customers and competitors, often looking at charts, grids or databases. It's very important that an analyst can interpret this data and explain the results clearly and simply in order to make recommendations.

Salaries start at around £29,000 depending on the exact role, industry and experience.

Policy Manager

These are important roles as Policy Managers have to keep in mind all the business needs and objectives, to make sure that they are better than their competitors. They may look outward to see where there are gaps in the market and where a new product could be introduced, or inwards at how systems or processes work in the company.

Salaries can start at around £38,500 or more.

Employability SKILLS

The main skills include:

- Problem solving skills
- Communication skills
- Planning and organisational skills
- Management and people skills
- Decision making skills
- Attention to detail
- A good understanding of the needs of the business.

Head of Policy and Strategy

This is the main person or leader of the department and usually has many years' experience. This person makes sure that key recommendations by the analysts and policy managers are carried out. They usually work closely with other experts so that they have as much knowledge as possible available to them when making decisions. This helps to make sure that they always make the best decisions for the company.

Salaries can start at around £78,500 or more.