

InSites Consulting is a leading & award winning online marketing research company with a strong international orientation and growth. We are a pioneer and innovator in online quantitative as well as qualitative research combining different techniques such as surveys, discussions, and observations. Our team of more than 100 highly qualified and experienced professionals serves a wide range of large corporate and innovation-driven clients. They are supported by our extended proprietary online research panel of +2 million members, an internal R&D team, and well-established academic links across the globe.

As we keep on taking research forward we are looking for an entrepreneurial & passionate

Consultant ForwaR&D Lab (Ghent, London or Rotterdam)

Job specifications

Context

As Consultant in our dedicated ForwaR&D Lab you are part of the R&D team that has been developing innovative research methods and techniques since 2006. Over the last years our innovations have led to several international awards (e.g. Esomar, AMMA, MOA, AMA, ARF, MRS, SPSS/IBM, econsultancy) and over 30 (semi) scientific publications.

Challenges & responsibilities

The concrete job specification will be developed in mutual agreement and based on candidate expertise and profile. Generically speaking you will have the following responsibilities:

- ✘ Perform fundamental research on “marketing” and “market research” to spot trends in research and perform insightful
- ✘ Develop & introduce method innovations for surveys, eventually also for communities and observation. This includes:
 - Development of processes, manuals and commercial documents
 - Training of research consultants on (advanced) analyses techniques and methods
 - Roll-out innovations from ForwaR&D Lab into client operation and commercial processes
- ✘ New product development which fit the InSites Consulting spearheads:
 - Build knowledge in contemporary marketing domains through fundamental research e.g. conversations, brand leverage and brand identification
 - Assist in developing products for business
 - Generate output such as white and conference papers, (customer & conference) presentations, ...
 - Provide support to the sales team to introduce new products to clients
- ✘ Internal consulting to research consultants in case of customer requests for methods and analyses which go beyond the daily knowledge
- ✘ Perform advanced analytical client projects
- ✘ During the first 6 to 12 months (depending on experience and skills) you will have to perform a variety of research projects from start to finish to get acquainted with internal processes

Interests & vision

From a content perspective you should be interested in and have a vision on the following topics (not limitative):

- ✘ Develop advanced data analytics within InSites Consulting, i.e. train, implement and promote usage of applied multivariate statistics for a variety of marketing mix modeling applications
- ✘ Develop and implement innovations in surveys
- ✘ Develop conversation management services and methods for innovation, customer experience and market insight research studies – e.g. the role of conversations (word of mouth) in innovation adoption
- ✘ Motivational consumer behavior
- ✘ Assess the link between online and offline word of mouth
- ✘ Develop a model and method for measuring consumer emotions and brand choice
- ✘ Affective priming and implicit measurement
- ✘ Behavioural economics

Profile

Required knowledge

- ✘ Master degree with a strong quantitative mind (e.g. economics, statistics or mathematics). PhD in marketing is a plus.
- ✘ Minimum 2-3 years of experience with statistics, market research and analysis
- ✘ Strong advanced analytical skills in terms of multi-variate techniques: solid knowledge of a portfolio of techniques such as e.g. factor analysis, regression (linear and non-linear), cluster analysis (hierarchical, K-means, latent class), discriminant analysis, multi-nominal logit, perceptual mapping, conjoint analysis ...
- ✘ Solid all-round research, conceptual and consulting skills, as well as an ability to detect trends and translate those into useful research applications
- ✘ Good conceptual marketing knowledge with an interest in communities, branding & conversations (social media and word-of-mouth)

General skills

- ✘ Able to assess the business potential of new ideas and visionary in terms of survey process innovations
- ✘ Interested to learn new techniques and have a facility in doing so and transferring the knowledge
- ✘ Excellent client presentation skills along with the ability to explain technical ideas to a non-technical audience
- ✘ Excellent project management skills and able to work in a structured and independent way
- ✘ Strong written English skills for paper writing
- ✘ English presentation skills, oral French is an asset

Our Offer

Joining InSites Consulting is joining a highly **passionate and dedicated team** where **innovation and forward thinking** are stimulated. You will be working in an informal, fast paced and global culture where chances for personal development and learning opportunities are ample. We strive to be an open and transparent company in which everyone is invited to participate. It's a fact, we aim high! So from time to time we have to let off some steam. **Fun** is definitely part of our culture. On top of this we offer a competitive compensation package including excellent benefits.

Interested?

We believe in the power of conversations. Send your application via <http://jobs.insites.eu> and we'll contact you to have an open chat about the link between your aspirations and our ambitions.