

Always dreamed of being the 'go to person' for the business questions of the biggest brands in the world? You have a passion for market research industry?

Don't wait any longer and apply now! Haystack is looking for YOU!

SAY YES IF OUR OFFER DELIGHTS YOU

We are investing as much in people as in innovations. We create an environment that offers opportunities to develop and where you feel part of a great, dynamic and passionate team of colleagues and experts. Join a fresh eyed company where ownership and autonomy are encouraged.

- Challenging projects for an international client base seeking added value
- Continuously look for and work with and on innovations
- Customized training plans and exciting career opportunities
- We fully embrace hybrid working! Our beautiful and inspiring office in Heverlee encourages collaboration, complemented by the flexibility to work from home. We've organized ourselves digitally to ensure seamless productivity, whether working remotely or in the office
- A competitive salary on top of a set of extra-legal advantages in a very flexible environment based on mutual trust. A company where colleagues are proud of each other, where successes are celebrated and where everyone is aiming for the same goal: a healthy, sustainable and most of all fun best place to work.

SAY YES IF YOU WANT TO JOIN AN 'AMAZING PLACE TO WORK'

Evidence-based consulting for better & smarter decisions, powered by senses.

Haystack Consulting, founded in 1974, helps global brands make better and smarter decisions to drive business growth. Our team of needlefinders delivers actionable insights with deep perspective. Our "whatever it takes" approach, rooted in consumer understanding, allows us to craft bespoke research solutions. Using an array of scalable, best-in-class & innovative methodologies, we provide research & consulting solutions that help you make better & smarter decisions and create impact in your organization.

We don't just ask what is, but explore what could be:

- **Explore and innovate** - Combining entrepreneurial agility with commercial rigour to create winning innovations in products, services and packaging.
- **Brand Strategy** - Helping to shape a distinct and long-term future of your brand, from market and category understanding to inception and communication.
- **Shopper behaviour & retail strategy** - Providing intuitive shopper insights that deliver a more engaging shopper experience.
- **Stakeholder activation** - Ranging from co-creation and collaboration with internal and external stakeholders to realizing the full potential of insights across the business.

SAY YES IF YOU WANT TO BECOME OUR SENIOR RESEARCH CONSULTANT

We are looking for a consultant/advisor who enables our future growth. In this role you are in that unique position of driving our own business as well as our client's business. You understand their needs in marketing and innovation, and you have the experience of translating their business questions into successful projects.

As a consultant/advisor we offer you a client portfolio, the opportunity to create thought leadership as well as new products and work with us for the most beautiful brands in the world

Your playing field and responsibilities:

- You proactively talk to clients about their needs and continuously look for new opportunities. Thanks to your experience you can easily fit our portfolio to the client's needs. You ensure a high level of client loyalty and recognize leads to recurring, new and cross-sell business.
- You are excited to create and try new approaches keeping every stakeholder's needs in perspective
- You are the day-to-day project lead for high complex projects. You oversee the entire research process to ensure project success from commercial approach, quality, research methodologies to innovative deliverables.
- You lead the client project team, providing coaching, advice, and guidance. You are responsible for the project cost controlling, rentability and financial settlement.
- You are a good storyteller; you consistently explore creative and imaginative ways to deliver insights and you bring in learnings from the wider context to contribute to the results.
- You write pithy, relevant, and actionable summaries that advise and inspire the client.
- You connect the dots between various research outcomes to generate added value for the client.

SAY YES IF YOU FEEL YOU ARE THE ONE

- You are hands-on and have a commercial drive
- Your personal hashtags are #strategy, #assertive #consultative & #empathic
- You have a well-rounded understanding of the market research industry with strong connections
- You have a natural ability for storytelling and generating ideas
- Your verbal and written communication skills will impress us
- You are a pro-active and enthusiastic team player with an open mind but analytical spirit
- You demonstrate a 'make it happen' attitude
- You can work independently & result-oriented in an accurate, consistent and proactive manner
- You ask questions, have natural curiosity, don't take things for granted
- You have advanced research management skills, and are able to manage own time responsibly and multi-task
- You have 5+ years' experience in a similar commercial (research) role
- You have a Bachelor or Master Degree in Psychology, Sociology, Economics, Marketing, Communication Sciences or similar
- You have an excellent level of verbal and written communication skills in English

4 TIMES YES?

Now that your heart is beating faster and you can't wait to tell your friends about the above... Stop, breathe in and apply via our website: www.haystack-consulting.com/join-us

We look forward to hearing from you!

"At Haystack, we empower people, brands and ideas to reach their full potential"

Website: www.haystack-consulting.com

Industry: Market Research

Company Size: 50-100 employees

Headquarters: Heverlee, Belgium

Locations: Amsterdam (the Netherlands), Antwerp (Belgium), New York (United States of America)

Founded: 1974