

You love to look for the insights behind the numbers? You have a passion for market research?

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

SAY YES IF OUR OFFER CAN DELIGHT 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
- Customized training plans and exciting career opportunities
- We embrace 'hybrid' working! In a very nice and inspiring offices in Heverlee (and Amsterdam) where collaboration is stimulated combined with working from home. We organised ourselves in such digital way to optimize our way of working at the same level as well from home as at 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 NEW RESEARCH CONSULTANT

Our Research Consultant has a good knowledge of the market research process (start to end) and spends most of his time managing the execution and reporting of smaller projects autonomously and supporting senior colleagues with more complex projects. You execute smaller and standardized projects autonomously. Day to day you'll be responsible for delivering market research projects, including development of screeners/questionnaires, liaise with fieldwork and data processing departments, conduct analysis, refine report structures, prepare the graphic reports and add conclusions. You communicate in a clear and efficient manner with clients.

Your playing field and responsibilities:

- You are an integral part of creating the research that we deliver to clients. Your autonomous work on smaller to medium complex projects and your expertise are imperative to the success of projects
- You translate the research questions into analysis design, conducts basic analysis and will look for patterns & trends in the data. You build an analysis scheme, outline a report, including conclusions and suggest business recommendations
- You develop fieldwork specifications with the research questions and final analysis needs in mind for smaller projects and efficiently communicates with Field Coordinators to ensure correct data collection for individual projects
- You are a pro in creating presentation and charting of slides and of course you know what the key charts mean. You use different sources available to set the findings in context of the market
- You are responsible for the overall client project communication and can handle small client requests on a daily basis, making sure the client is well informed at all stages of the market research process
- You manage projects respecting quality, budget, efficiency and timelines. You are responsible for your project cost controlling, project rentability and financial settlement
- You work closely with more junior colleagues and impart your knowledge

SAY YES IF YOU FEEL YOU ARE THE ONE

- You are hands-on and have a studious mindset
- You can work independently & result-oriented in an accurate, consistent and proactive manner
- You are data-driven with a mindset that is both analytical and creative
- You have a high level of accuracy and strong attention to detail
- You ask questions, have natural curiosity, don't take things for granted
- You are a proven team player
- You have advanced project management skills, and are able to manage own time responsibly and multi-task
- You have an active interest in marketing and the research industry
- You have 3+ years' experience in a similar research role

- You have a Bachelor or Master Degree in Psychology, Sociology, Economics, Marketing, Communication Sciences or similar
- You have solid knowledge about of Microsoft Excel / PowerPoint and advanced analysis skills
- 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)

Founded: 1974