

You love to look for the insights behind the numbers? You have a passion for
sensory science?

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 Leuven (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 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 SENSORY RESEARCH EXECUTIVE, AN AMAZING OPPORTUNITY TO START YOUR CAREER

You will be an integral part in creating the research that we deliver to clients. Day to day you'll be supporting in all aspects of delivering sensory research projects including analysing and interpreting data; refining report structures; preparing the graphic reports; and ensuring high quality on all deliverables. This role will require working closely with Senior Researchers who have extensive experience and look to impart knowledge, mentor and develop their colleagues.

Your playing field and responsibilities:

- You participate to the daily organisation of our sensory expert panel. In both testing and training sessions.
- You will be almost daily in contact with our international clients to be on top of things regarding each single project.
- You manage all the practical aspect of the project such as samples and preparation of the tests.
- You train our panel in collaboration with a more senior Sensory colleague.
- You analyse results/data and prepare clear recommendations for the sensory marketing strategy of our clients.
- You are a key partner for all our sensory colleagues and expert panelist.
- You conduct basic analysis and prepare the graphic reports, including first conclusions based on the results. You will gain knowledge about what key charts mean and start to be able to talk knowledgeably about them
- You collaborate with senior researchers in refining report structures and ensure high quality of data checks
- You work to ensure project are runs on time and budget
- After a while, you will translate a sensory related business question of a client into an adequate methodology and write proposals.
- You will be trained to train our sensory expert panelists.
- You will learn to handle projects through all stages from initial briefing to report writing and/or debrief presentation, ensuring that the research design and analysis and interpretation of results fulfils clients' needs.

SAY YES IF YOU FEEL YOU ARE THE ONE

- You are very interested in food, flavours and senses.
- Some working experience in food industry, sensory research or other sensory related activities are an asset.
- You are data driven and your mindset is both "analytical" and "creative".
- You connect easily with people (clients and expert panelists).
- You are pro-active and enthusiastic, and you have a positive open mind.
- You are proficient in Excel and PowerPoint.
- You speak and write fluently Dutch, English and have a basic knowledge of French
- You have a passionate and hardworking personality
- You are hands-on and have a studios mindset

- 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 are able to manage own time responsibly and multi-task

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