

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 office in Heverlee 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 RESEARCH ADVISOR

As Research Advisor you have profound knowledge of the market research process and you manage complex projects from proposal stage to final delivery, creating impactful reports and stories. Day to day you'll be responsible for delivering market research projects, including: consults clients regarding their business objectives/challenges, translate them into research questions and define the approach needed, you develop questionnaires, define analysis schemes, conduct more complex analysis, and create impactful recommendations in a story lined manner.

Your playing field and responsibilities:

- 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, suggestions 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 are able to bring in learnings from the wider context to contribute to the results.
- You write pithy, relevant and actionable summaries and conclusions that advise and inspire the client.
- You connect the dots between various research outcomes to generate added value for the client.
- You proactively talk to clients about our product portfolio and can tailor this to the client's needs. You ensure a high level of client loyalty and recognize opportunities leading to recurring and new business and cross-sell products.
- You provide coaching, suggestions and guidance to more junior colleagues and act as a catalyst for change and improvement in performance and quality. You are able to valuate success of the project against its benchmarks and shares lessons on best practices.
- You collaborate to opportunities to maintain or strengthen the company's culture (training and shared learning opportunities, marketing opportunities, social events, initiatives) and you contribute to deliver sustainable revenue and effective operations.

## 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 10+ 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](http://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](http://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