

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 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 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 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 market research projects, including: development of screeners/questionnaires (with support); liaising with fieldwork and data processing departments; analysing and interpreting data; refining report structures; preparing the graphic reports; and ensuring high quality of data checks. This role will require working closely with Senior Researchers who have extensive research experience and look to impart knowledge, mentor and develop their colleagues.

Your playing field and responsibilities

- You learn how to develop survey designs and create questionnaires that serve as a start and will be reviewed by a senior colleague
- You closely collaborate with your Field colleagues in the development of fieldwork specifications and ensure correct data collection with final analysis needs in mind
- 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 runs to time and budget

SAY YES IF YOU FEEL YOU ARE THE ONE

- You are data-driven with a mindset that is both analytical and creative
- You have a passionate and hardworking personality
- You are hands-on and have a studious 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
- You have a good level of verbal and written communication skills in Dutch and English
- You have an active interest in marketing and the research industry
- You have a Bachelor or Master Degree in Psychology, Sociology, Economics, Marketing, Communication Sciences or similar
- You have good knowledge about of Microsoft Excel and PowerPoint

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