

## Senior Insight Executive / Insight Manager – Job Specification

### Overview

STRAT7 Bonamy Finch is an analytically driven insight consultancy providing a unique blend of advanced analytics, data science and bespoke insight solutions to uncover growth opportunities for our clients. The STRAT7 group also includes STRAT7 ResearchBods (data collection and online communities), STRAT7 LiFE (data enrichment) and STRAT7+ (strategy consulting and business change management) Crowd DNA (cultural insights and strategy).

### Profile

We are looking for a confident, energetic, and ambitious Senior Insight Executive or Insight Manager to join our team. We are a diverse group of psychologists, marketers, analysts and project managers. Our common aim is to use our shared experiences to provide intelligent strategic guidance to our clients. We are committed to providing clients with clear, captivating deliverables.

We have three core business streams; Analytics, Data Science, and Insight Solutions. The successful candidate will join our Insight Solutions team, working primarily on full-service assignments but also frequently with the Advanced Analytics team to design studies (e.g. segmentation, conjoint) and/or conduct specific pieces of analysis (e.g. segmentation profiling).

Much of our work requires us to immerse ourselves in a client's question. This might be in order to develop a segmentation or conduct in-depth analysis on a data set. We are seeking someone who can demonstrate a genuine interest in getting under the skin of an issue, who is able to focus and who has an inquisitive side to their personality.

We are a senior team all of whom have direct contact with clients. We are looking for someone who is comfortable in the presence of clients and who can engage with them. They should be confident taking a brief, discussing potential solutions, and handling unexpected issues/problems. We are not looking for someone who wants or will be satisfied with a 'back office' role.

Our executives carry out every aspect of a project, from gathering supplier costs to writing proposals to designing a study to writing a DP spec and presenting the findings. We are therefore looking for someone who enjoys hands-on responsibility throughout the research process and who accepts that, whilst our team collaborates and supports one another, opportunities for delegation will be limited.

This is a full-time position with hours from 09:00 – 17.30 Monday to Friday.

### Skills

The successful candidate must be a highly capable project manager and confident in meetings (shrinking violets need not apply). Attention to detail and ownership for the successful delivery of a project are both critical. Our belief is that client relationships are built through continuous delivery of outstanding research and we are looking for a candidate who shares that sentiment and who recognises the critical role that successful project management plays.

Our workload can fluctuate, and situations can change quickly. We are looking for someone who can work autonomously, is well organised, able to prioritise, stays calm under pressure and is flexible when needed. Being methodical and able to plan are therefore characteristics we seek in this candidate.

Our work consists of a mix of continuous programmes and ad hoc studies that require bespoke solutions. We are ideally looking for someone with a strong background in both continuous and ad hoc research. The successful candidate's experience should not be limited to only off-the-shelf ad hoc research or only continuous tracking surveys.

In terms of techniques, our clients' needs are varied and so we are ideally looking for a candidate with at least some experience of different practice areas – innovation (e.g. concept development), branding, pricing (e.g. conjoint) and consumer understanding (e.g. segmentation). Some of our work requires us to

explain relatively complex techniques to clients in simple ways and therefore an appreciation of and ability to explain when we might use certain techniques (e.g. MaxDiff) is desirable.

Experience of different data collection methods is a must. Most of our studies use online fieldwork but we also use CATI and face-to-face when appropriate. The successful candidate will need to maintain and build on relationships with our fieldwork partners.

The nature of our business (working with other agencies as well as directly with corporate clients) means that we work across many industry sectors. We are looking for someone who has been exposed to different sectors (ideally FMCG, consumer durables, financial, B2B, leisure), and who is able to apply their knowledge to different categories.

We pride ourselves on the quality of our deliverables. We are looking for someone who shares our passion for synthesising information and communicating it in a clear and compelling way. Design skills and/or proficiency in PowerPoint (and/or other presentation packages) are a definite advantage.

### **Specific proficiencies**

High Proficiency in Microsoft Excel, PowerPoint, Word. Experience of SPSS a plus.

### **Experience**

We are flexible in terms of how experienced the candidate should be (fitting the criteria above is our priority) but, as a guide, broadly 4-6 years gained in either or both agency/client side.

### **Remuneration**

Will depend on experience plus aptitude. We will offer a good basic salary, plus participation in our company bonus scheme, plus company pension contribution. The successful candidate can expect promotion based on performance.

### **Location**

The role will be split between Cobham, London, and home working.

Depending on the client, there will be the occasional need for travel within the UK, as well as visiting clients overseas, normally for no longer than 1-2 nights per trip.

### **How to apply**

Please send your CV and a covering letter by email to [nick.voulis@bonamyfinch.com](mailto:nick.voulis@bonamyfinch.com)