

Insight Director, Insight & Impact – Job Specification

Overview

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

We are recruiting for an **Insight Director** – a senior position in our full-service insights team with responsibility for winning, designing and delivering insight programmes to our wide-ranging client base. We seek a seasoned researcher with proven hands on, agency-side experience and a successful track record in landing impactful quantitative research studies and building client relationships. Segmentation is our biggest practice area and so experience here is essential. The successful candidate will share our commitment to continuously deliver outstanding work to fuel our clients' growth ambitions.

Profile & Skills

- Senior level research/insights professional, most likely from a research/insight agency, or a consulting background (must have a quantitative and marketing/brand focus)
- Highly competent quant practitioner who enjoys hands-on involvement through the project lifecycle
- Commercially focused and able to develop new business and maintain/grow existing clients
- Strong client management/engagement skills. Ability to think and operate strategically
- A genuine appreciation of how research is used in businesses. Experience of helping embed insight work in client businesses is a definite advantage
- Confident with excellent communication skills – ability to “hold a room” of senior stakeholders
- Workshop facilitation skills/experience is highly desirable
- Experience in our areas of expertise – segmentation, brand tracking, product and service optimisation. Ad hoc and continuous methodologies.
- We have an industry leading analytics team, and a lot of our projects use this capability, so you should be comfortable with and have the ability to explain advanced analytical techniques (e.g. conjoint).
- Ability to integrate qualitative (and other data) into our work
- Exposure to multiple sectors (FMCG, consumer durables, financial, B2B, leisure), and ability to apply knowledge and experience to different categories/sectors
- Team player who can demonstrate a flexible approach to work and who is committed to developing junior members of the team (e.g. responsibility for line management/mentoring juniors)

Why join Bonamy Finch?

We are a medium sized team of friendly people who are very good at what we do. There are no company politics – we just support each other in doing the best job we can for our clients. Personal achievement is noticed and rewarded, and our integration into the wider STRAT7 group has opened up varied career paths and development opportunities.

Remuneration

Will depend on experience plus aptitude. We offer a good basic salary, plus participation in our company bonus scheme, plus company pension contribution. Full-time position, hours 09:00 – 17.30 Mon-Fri.

Location

We are flexible but envisage a mix of office and home working. Offices in London (Old Street) and Cobham (Surrey). Depending on the client (and COVID-19 restrictions), occasional need for UK and overseas travel (1-2 nights per trip).

Equal Opportunities

Post holders must at all times fulfil responsibilities re: our equal opportunities policy and equality laws.

Health and Safety

All post holders have a responsibility, under the Health and Safety at Work Act and subsequently published regulations. Employees as individuals of the Company have a statutory duty to co-operate together to promote health and safety best practice.

How to apply

Please send your CV and a covering letter to [Leigh Morris at leigh.morris@bonamyfinch.com](mailto:leigh.morris@bonamyfinch.com)