



Qualitative Research Manager – BrandSpark International

BrandSpark International is experiencing strong growth and is looking to expand its team of brand strategy and market research professionals.

Company Summary

BrandSpark International was founded in 2001 and operates as a boutique research & consulting firm. We seek out long-term partnerships to help grow brands and optimize their marketing initiatives, particularly in unique competitive contexts.

Our business philosophy is simple. We measure our success by the positive business outcomes our clients achieve, rather than the individual research projects themselves. We provide the consultative, flexible, story-focused approach we would demand from research providers if on the other side of the table. In doing so, we promise to have a comprehensive understanding of what the client is trying to achieve; provide contextual insights related to the hypotheses; and give clear direction on how to get there. Combined with our highly engaged, multi-disciplinary experienced senior team, this allows us to provide a high-level client consumer insight experience each and every time.

Personality Fit

We are looking for an individual that is driven to succeed and thrive within a high-performance, collaborative team dynamic. Ideal candidates are passionate and take pride in their work, are inquisitive, flexible, and excel in environments that require individual initiative. We work in a collaborative and transparent manner, and value challenging and thought-provoking fact-based discussions.

Primary Role and Responsibility

A relentless focus on providing our clients with clear, conclusive, fact-based insights that integrate well within the context of their business strategy to help accomplish fundamental business objectives of growth and efficiency.

Specific Responsibilities:

- Initial research / discussion guide design based on clients' objectives and hypotheses
- Lead the research techniques and statistical methods required to bring the project's insights to life
- Project management (coordination between team members, management of project timeline / costs / profitability, ensuring projects are completed on time and within budget)
- Development and management of screener and recruitment, including coordination with selected participants
- Programming of activities according to discussion guide (for online qualitative groups)
- Moderation of online qualitative group activities/discussions and in-depth interviews (via phone or video)

- Analysis & reporting (review responses, uncover themes & insights, develop report plans according to project objectives and findings, pull data/findings into reports using appropriate visuals, etc.)
- Drawing and communicating conclusive and actionable research insights
- Contributing to the ongoing development of innovative analytical tools and approaches

What we're looking for in a new teammate

- 3+ years of business / marketing analytic expertise. Experience on the supplier side of market research is preferred, but client-side experience is also an asset.
- Experience with leading business / marketing analytics projects from beginning to end (including research design, data processing, analysis, and reporting)
- A creative mindset, with an ability towards blending the art & science sides of research to tell insightful and impactful stories
- Ability to manage multiple projects simultaneously while maintaining a strong client service orientation
- Highly motivated, self-directed & the ability to perform under tight timelines
- Proven ability to develop and implement new ideas – and challenge established norms
- Superior organizational skills, unflagging attention to detail & demonstrated commitment to the accuracy and completeness of information
- A passion for learning and improvement, always striving to improve their soft-skills and hard-skills as a marketing professional
- Excellent English written & oral communication skills
- Bachelors Degree or equivalent related experience

What We Provide

- Access to work with a collaborative and passionate senior team in a flexible work environment
- An environment where successes and growth don't go unnoticed, and lead to greater opportunities and advancement within the organization
- Competitive base pay based on applicable market experience and performance
- Annual performance bonuses always provided – your financial incentives are not tied to anyone in the company except yourself and well you perform' Access to profit sharing

You don't have to take our word for it – we believe in transparency, and we welcome you to ask any of our current or ex-team members about their experience at BrandSpark. For more information about BrandSpark and the work we focus on, visit www.brandspark.com.

How to Apply

If you are interested in applying for this position, please email your resume and a short, one-page cover letter to:

career@brandspark.com

We thank all applicants; however only those short-listed for an interview will be contacted.