

Always dreamed of being the ‘go to person’ for the business questions of the biggest brands in the world? 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 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 A ‘SENSATIONAL PLACE TO WORK’

Haystack Consulting, the Sensational Agency

Sensational, because we continuously challenge ourselves to touch hearts, look at things from a new perspective, innovate, and surprise. We are a research and consultancy agency with a focus on innovation and brand strategies. We work with the latest technologies, such as AI and big data analysis, to discover hidden patterns that others have not even noticed yet. Just imagine: instead of merely following trends, we help to create them. Our standards are high. We don't stop at the basics but walk into the world of the consumer. We are creative and unconventional. With our sharp and sparkling insights and dynamic presentations, we gain the tools to make brands grow and thrive in a world that's constantly in motion.

What do we actually do? Branding and innovation. Two domains that are just as intertwined as Siamese twins. A bit more explanation maybe? We work with the most respected brands, from retailers and FMCG companies to banks and insurance firms, all around the globe. Along the way, we've done some pretty wild things, such as smelling socks to prototype them optimally and playing brand strategy games with pirates as avatars to discover new growth opportunities. And that's just the beginning! We also track countless brands, products, needs, and occasions through customized tracking systems. All of this to ensure that brands don't just get better — they become sensational.

SAY YES IF YOU WANT TO BECOME OUR RESEARCH CONSULTANT

Our Research Consultant has a good knowledge of the market research process (start to end) and spends most of his time managing the execution and reporting of smaller projects autonomously and supporting senior colleagues with more complex projects. You execute smaller and standardized projects autonomously. Day to day you'll be responsible for delivering market research projects, including development of screeners/questionnaires, liaise with fieldwork and data processing departments, conduct analysis, refine report structures, prepare the graphic reports and add conclusions. You communicate in a clear and efficient manner with clients.

Your playing field and responsibilities:

- You are an integral part of creating the research that we deliver to clients. Your autonomous work on smaller to medium complex projects and your expertise are imperative to the success of projects
- You translate the research questions into analysis design, conducts basic analysis and will look for patterns & trends in the data. You build an analysis scheme, outline a report, including conclusions and suggest business recommendations
- You design and develop screeners and questionnaires, translating research objectives into clear and effective survey instruments tailored to the needs of each project.
- You develop fieldwork specifications with the research questions and final analysis needs in mind for smaller projects and efficiently communicates with Field Coordinators to ensure correct data collection for individual projects
- You are a pro in creating presentation and charting of slides and of course you know what the key charts mean. You use different sources available to set the findings in context of the market
- You are responsible for the overall client project communication and can handle small client requests on a daily basis, making sure the client is well informed at all stages of the market research process
- You manage projects respecting quality, budget, efficiency and timelines. You are responsible for your project cost controlling, project rentability and financial settlement
- You work closely with more junior colleagues and impart your knowledge

SAY YES IF YOU FEEL YOU ARE THE ONE

- You are hands-on and have a commercial drive
- Your personal hashtags are #strategy, #assertive #consultative & #empathic
- You have a well-rounded understanding of the market research industry with strong connections
- You have a natural ability for storytelling and generating ideas
- Your verbal and written communication skills will impress us
- You are a pro-active and enthusiastic team player with an open mind but analytical spirit

- You demonstrate a ‘make it happen’ attitude
- You can work independently & result-oriented in an accurate, consistent and proactive manner
- You ask questions, have natural curiosity, don’t take things for granted
- You have advanced research management skills, and are able to manage own time responsibly and multi-task
- You have 3+ and maximum 7 years of experience in a similar research role
- You have a Bachelor or Master Degree in Psychology, Sociology, Economics, Marketing, Communication Sciences or similar
- 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

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