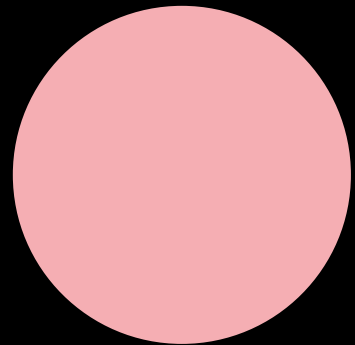
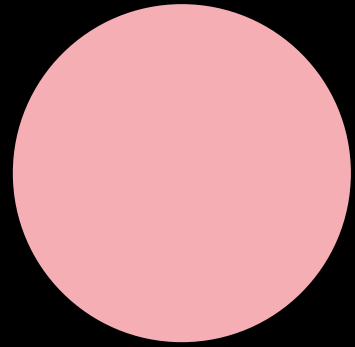


July 2025

Savanta UK

Role Specification
Associate
Director/Director -
Maternity Cover
Secondment to Vue
Consulting & Strategy
Team (Up to 12-months)



Classified: Private

Location: London

Business Area: Vue Consulting & Strategy

Reports to: Head of Vue

The Role:

In this role you will have responsibility for:

Client Account Management & Delivering Projects

- *Overall:* Consultancy and research support for our 80+ BrandVue subscribers, with a focus on up and cross-sell opportunities.
- *Analysis:* Works closely with the Advanced Analytics team when reporting includes brand equity modelling, key driver analysis or correspondence mapping and is able to convert this analysis into client friendly outputs
- *Reporting and Delivery:* Leads story-led reporting and acts as the point of sign-off when it comes to presentations, including clear summaries and recommendations. Independently presents findings to clients while also upskilling junior staff in brand strategy and insights and giving them opportunities to get involved.
- *Thought Leadership:* Has a point of view on how brands achieve growth and is keen to develop expertise in this area, including knowledge across our different BrandVue sectors (e.g. Retail, Eating Out, Financial Services, Drinks, Charities, etc)

New Business & Commercial

- *Client Relationship Management:* Works closely with the Commercial Team/Account Managers to develop excellent relationships with our existing BrandVue clients, identifying how the BrandVue dataset can address their business questions and when additional research should be proposed (either up-sell or cross-sell)
- *New Business:* Supports the Commercial Team on new business calls and in person meetings, helping to identify up-sell and cross-sell opportunities, and collaborating on proposal writing.
- *Demos and Training:* Has sufficient knowledge of the BrandVue dashboard to be able to run client demos and training sessions.
- *Revenue Generation:* Responsible for c. £600k net revenue per annum via new business and up/cross-sell from existing BrandVue subscribers

People & Team

- *Collaboration:* Works closely with the wider Vue Products team, developing best practices, working with colleagues to drive product appeal and revenue, and supporting the development of junior members of the team.
- *Cross-Team Collaboration:* Collaborates with colleagues across Operations, Data Services, Marketing, Commercial, and Tech teams to manage and deliver the products efficiently and effectively.
- *Career management and mentorship:* Acts as a strong team player and mentor for new joiners and junior team members.
- *Culture:* Works closely with VP, *Vue Consulting & Strategy* to develop a culture of high performance via clear and stretching objectives

Personal Development/ Profile at Savanta

- *Knowledge Sharing:* Seeks out opportunities to share key learnings from project work with others in the business (e.g., at knowledge-sharing meetings).
- *Innovation:* Develops ideas for new Savanta Products, outside of BrandVue (e.g. QuickVue) and seeks support to progress into fully-fledged products if felt to be viable
- *Goal Setting:* Actively owns personal development goals and works closely with managers to achieve them.
- *Content Creation:* Raises the profile of the company through writing opinion pieces/ articles for Savanta.com, and posting/ sharing content on LinkedIn, social media, etc.

About You:

As a senior member of the Vue Consulting & Strategy team, you should be comfortable speaking to clients across a variety of sectors and be confident sharing your point of view and making recommendations about the performance of the clients brand or the category in which they're operating.

You must have extensive experience in research and / or consulting and be able to identify the best approaches to meet a client's business needs. Our clients are often senior stateholders and presentations are regularly delivered to C-suite, so you should be someone who thrives in front of senior audiences and is an engaging presenter.

In addition to research know-how, you should be someone who enjoys winning new business or growing an existing account and can spot growth opportunities easily. You will be part of a team that strives to make efficiencies, whilst improving the quality of deliverables and looks to increase profitability on an ongoing basis.