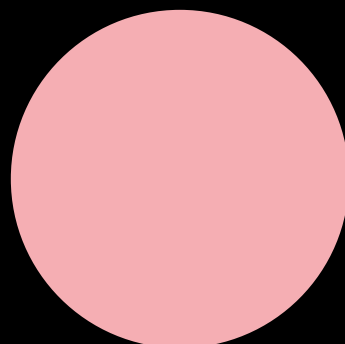
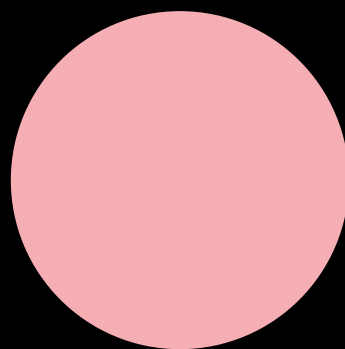


Savanta

**Role Specification:
Consultant |
Qualitative**



Classified: Private

Location: London (Hybrid, 1-2 days onsite per week)

Business Area: Brands

Reports to: Associate Director+

About the Role:

Consultant | Brands, Qualitative | London

This position sits within the UK Brands team, focusing on delivering high quality insights and supporting senior members of the team.

As a Consultant, you will play a hands-on role in the delivery of high-quality qual only and qual-quant mixed research projects, applying your knowledge, expertise and analytical skills to support clients in better decision-making.

You'll work across multiple projects simultaneously. On larger projects you will report to project leads, whilst on smaller projects you may lead the day-to-day on the project with limited oversight, and a remit to develop your role such that you become the 'go to' person for the client on the account.

The majority of work is expected to be focused within the Brands team, although cross-team working will occur at the direction of the resourcing function.

Client Account Management & Delivering Projects:

- **Overall:**
 - Takes the lead on the project management of smaller projects;
 - Supports other team members in the successful delivery of projects and smooth running of client accounts
 - Works across a variety of client challenge areas (e.g. Market/audience understanding, Experience (inc. Shopper), Innovation)
- **Project Management:**
 - Liaises with clients on day-to-day issues on projects and responds to client requests;
 - Manages external suppliers such as qual recruiters, monitoring quality and cost
- **Fieldwork:**
 - Leads on drafting of discussion guides; reviews recruitment screeners
 - Designs and moderates a range of different qualitative fieldwork methodologies both online and F2F e.g. depths, shop-alongs, intercepts, ethnographic observations (inc. eye tracking), online communities and focus groups; without supervision
 - Openness/any experience with AI based qual (Qual at Scale etc.) welcomed
 - Travels around both UK and possibly internationally for fieldwork
- **Analysis:**
 - Utilises strong qualitative analysis skills, e.g. thematic coding and narrative analysis, and any experience with CoLoop welcomed
 - Summarises findings, translates into and prepares draft presentation decks
 - Confidently understands and weaves (pre-charted) quant data with qual data in mixed methodology decks
- **Reporting and Delivery:**
 - Attends debriefs and presents parts of results presentations to clients

New Business & Commercial:

- Demonstrates awareness / understanding of business / commercial thinking.
- Joins new business meetings and calls.
- Contributes to proposal brainstorming meetings.
- Reviews supplier/ third party costs, and drafts Project Costings.
- Monitors project costs and raise issues where costs (time/ direct) exceed budget.

People & Team:

- Has career management responsibility for junior members of staff and ensure they have appropriate objectives.
- Supervises the work of more junior members of staff on smaller projects.

- Meets company expectations and displays company values.
- Develop & maintain a good working relationship with other team members
- Positively contributes to team meetings and initiatives.
- Acts as a strong team player.

Personal Development / Profile at Savanta:

- Has solid knowledge of research methodologies.
- Contribute positively beyond core responsibilities through initiatives like Career Management.
- Embody company values and meet performance expectations.
- Actively own personal development goals and work closely with managers to achieve them.
- Active member of the team and engages in presentations/ discussions in knowledge sharing meetings.
- Raises the profile of the company through writing marketing content for publication, and posting/ sharing content on LinkedIn, social media, etc.

About You:

A Consultant is a team member who carries out the day to day work of the business and who is beginning to lead and develop client relationships.

Consultants have a strong working competency of the software systems, research and insight techniques. They are expected to share knowledge around the team and to self-organise with their peers, whilst developing their own skills in new directions.

Strong consultants successfully balance many competing demands on their time and get everything done to a high standard whilst beginning to develop an external presence with clients and prospects.

A tech-first mindset is essential as we pivot from a traditional market research business into a cutting-edge technology-first insights company.