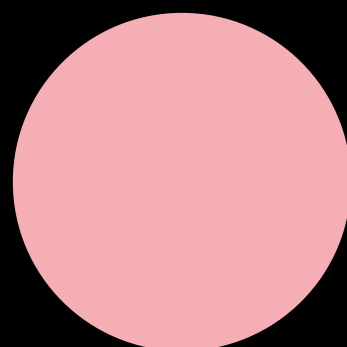
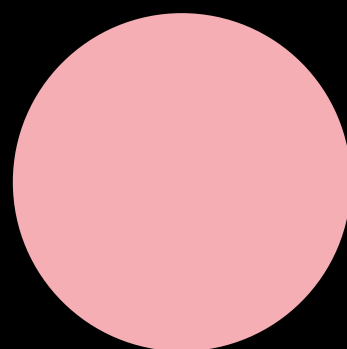


Savanta

**Role Specification:
Associate Director |
Qualitative**



Classified: Private

Location: New York City (Hybrid, 1-3 days per week onsite)

Business Area: Brands Division

Reports to: Director +

About the Role:

Associate Director (Qual) | Brands Division | New York City

As an Associate Director, you will focus on delivering high-quality insights and the development of accounts and client growth. You will oversee small to medium-sized client relationships, lead on the day-to-day tasks of large projects, and support the delivery of the divisional delivery target and ongoing pipeline.

There is a high level of responsibility for delivering high-quality custom research through first-class project-management, delegation, and progression of day-to-day activity while ensuring clients are kept informed and that any project issues are swiftly resolved.

At the AD level, you will grow into owning a portfolio of accounts that you will be responsible for in terms of revenue target, client satisfaction, and growth.

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. A key requirement is to have a tech-first mindset as we look to implement new techniques, automation, and AI.

This is a hands-on role in the delivery of high-quality Qualitative projects, applying your knowledge, expertise, and analytical skills to support clients in better decision-making.

Client Account Management and Delivery:

- **Overall:** Has day-to-day responsibility for planning and managing a number of projects. Also leads the relationship with small to medium sized clients, responsible for delivering to our expected standards
- **Project Management:** Acts as primary contact for client throughout life of projects; Manages expert interviewers, monitoring quality and cost
- **Fieldwork:** Leads on drafting of discussion guides; Conducts face-face depth interviews, manages online groups / communities; conducts hall / product tests
- **Analysis:** Runs / leads on analysis on projects; Summarises findings and translates into draft presentation decks
- **Reporting and Delivery:** Produces high level reports with summaries and recommendations; Delivers results presentations to clients

New Business and Commercial:

- Play a contributing role alongside the Head of team and the senior team to develop a clear team growth strategy and vision & purpose for the team as a whole.
- Accurately costs projects, finalising Project Costings for large projects for directors.
- Show an emerging skillset able to identify opportunities and revenue streams among client accounts, by leveraging technology to ensure sustainable long-term partnerships.
- Responsible for project profitability.
- Accompanies the commercial team to new business meetings and supports them on calls.
- Leads on new business proposals and pitches for small-medium projects.
- Contributes to proposal writing for larger pieces of work.

People and Team:

- Play a supporting role alongside the team lead in developing a high performing team, fostering a culture of continuous innovation, client obsession and service excellence.

- Create progression plans for junior-level staff with appropriate responsibility and empowerment including client management responsibility for their accounts and required margin levels on their projects.
- Identify & deal effectively with underperformance among junior-level staff, implementing and running Performance Improvement Plans in a timely manner.
- Delivers training on some aspects of market research and supports with training on core technical skills.
- Supervises the work of more junior members of staff on projects.
- Develop & maintain a good working relationship with other team members
- Active member of the team and engages in presentations/ discussions in knowledge sharing meetings. Positively contributes to team meetings and initiatives.
- Acts as a strong team player.
- Play a supporting role alongside the team lead to drive adoption of tech & AI solutions.

Personal Development/Profile at Savanta:

- Has good knowledge of key industry sectors and is familiar with the key brands in the relevant sector(s)
- Raises the profile of the company through writing marketing content for publication, and posting/ sharing content on LinkedIn, social media, etc.
- 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.

About You:

An Associate Director is a senior team member responsible for managing clients, new business, and the personal development of others.

Associate Directors have extensive experience in research and / or consulting and use this experience to improve the businesses efficiency and effectiveness. They take responsibility for new business development, client account performance and the development of new products and approaches to client needs.

Strong Associate Directors are able to deliver entire projects and are also budding Directors who will start to develop and execute large-scale profitable strategies for Savanta.

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