



Ipsos is a global leader in survey-based market research activities, present in 90 markets and employing more than 18,000 people. Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide understanding and powerful insight into the actions, opinions and motivations of citizens, consumers, patients, customers or employees.

In Switzerland, Ipsos is the largest market research company; we are a team of 137, from more than 24 countries and based in Geneva, Basel and Root.

To continue the expansion of our Ipsos UU (qualitative) business in Switzerland, we are looking for an:

Associate Director – Qualitative

(based in Geneva)

Main Responsibilities

Under the leadership of a Director (CSD) the Associate Director will contribute to the growth of some of our key clients by being the main person of contact, from proposal development through final presentation for international projects. This includes:

- Active business development
- Attend briefing sessions - based on business objectives, lead proposal development including most appropriate research design leveraging new innovative techniques
- Once project sold, supervise project field coordinator on the logistic of the study
- Prepare discussion guides and brief moderators
- Attend local field (virtually mainly with some F2F when required), managing client expectations and supporting local team in delivering perfect execution.
- Prepare report template for local countries & check final local reports
- Develop final report including final business recommendations/insights
- Lead presentation of the findings and insights.

Experience

- MA degree, “ology” education/experience a plus (e.g. Psychology, Anthropology, etc.)
- 8+ years relevant professional experience in qualitative research
- Interest and exposure to innovative qualitative techniques including all digital approaches
- Ability to design, run and deliver independently multi country projects



Knowledge and Skills

- Strong business development mindset and skills (incl. ability to talk business with clients)
- International minded, team spirit and multicultural oriented
- Strong interpersonal communication and presentation skills
- Solid at multi-tasking and at managing several projects in parallel
- Assertive and proactive but diplomatic.
- Curious, enthusiastic, and keen to develop
- English fluency – German or French a plus.

If you recognise yourself in this description, then please send your application by email to: Recruitment_Switzerland@ipsos.com.

Our career page and our vacancies in Switzerland can be found at: [Professional vacancies | Ipsos](#).