



## **JOB PROFILE: ASSOCIATE DIRECTOR**

### **ENVIRONMENT**

Joining Ipsos means developing your career in the very top tier of research. With 16,600 people employed in 88 countries, we are one of the largest and best known research companies. If you're interested in keeping company with some of the most naturally curious researchers and making an impact to the best local and global brands, we invite you to join us.

As a curious and intuitive individual, an enthusiastic professional with a passion for creating knowledge, at Ipsos you will be fully dedicated to finding the best solutions for our clients. At Ipsos we foster an environment that is entrepreneurial and forward thinking. We attract and hire innovative people with inquiring minds who possess drive, intelligence and enthusiasm. Working at Ipsos is dynamic and challenging; never a dull moment!

### **OUTPUTS/ACCOUNTABILITY**

- Responsible for the actions and activities of the team (with business area Director)
- Recruitment of junior staff
- Profit and loss responsibility for projects that one is managing and business area
- New business generation and existing client development plans (with business area Director)
- Problem resolution and ownership of results
- Directors complex projects and higher-value work, displaying well-developed research skills, knowledge and thought
- Generate meaningful insights from research data to add real value to the client
- Use advanced research techniques and apply them appropriately
- Demonstrate the highest level of competence in moderation skills, workshop debriefs and client recommendations. Design and create new techniques (qualitative research only)
- Demonstrate Company awareness through internal support, cross-selling and marketing and take a corporate view with new business opportunities and the relationships with existing clients (client-facing stream)
- Be an ambassador and guardian of the brand for Ipsos, displaying the appropriate knowledge and behaviors
- Significantly contribute to the strategic direction of the business area, implement agreed plans and actively support the Division and Company
- Maximize opportunities for client contact and take a lead role; measure to be set through review process (guideline target- min of 50% of time on project-related, relationship building and seeking repeat and new business wins, ideally including a min of two targeted account face-to-face meetings/year)
- Make significant contribution to our work area(s) in terms of business generation/profit
- Challenge and mentor junior staff in research skills and their career development
- Recruit key skills and ensure operational efficiency of Department is maintained at all times
- Conduct performance reviews and design staff development plans for the team (with business area Director). Carry out appropriate performance management activities
- Deliver required team financial performance (with business area Director)
- Keep abreast of current trends within market research and competitors, in order to develop personal skills / knowledge base and transfer knowledge, skills and expertise through training and coaching
- Keenness to learn and proactive self-development and development of others

**Manage the team to:**

- Handle a number of different projects at once, ensuring time, budget and profitability requirements are met
- Produce outputs and research that are of high quality and consistent with agreed outputs
- Produce proposals that meet and where possible exceed the brief requirements
- Ensure all questionnaire facilitate strong data collection capability
- Provide accurate analysis and interpretation of data
- Liaise professional and effectively with the Operation departments to ensure we deliver what we say we will

**COMPETENCIES**

- Self-Management
- Communication
- Working Together
- Client Focus
- Knowledge & Expertise
- Flexibility

**RELEVANT TRAINING**

- Off-the-job professional development days
- Management Programs
- Workshop Facilitation
- Business Skills
- Business Generation / Selling Skills

**RELATIONSHIPS**

- Manage the effective interface between the business area and Operations and Corporate functions and external suppliers
- Promote teamwork in the business area, Division and across Ipsos
- Lead by example and behavior (incorporating values) within the business area and throughout the Division
- Direct and manage the team activities and provide support to the other business areas in the Division as requested
- Build strong internal and external relationships that benefit the team and Ipsos
- Behave in a manner that displays professionalism integrity and corporate citizenship at all times

**DEVELOPMENT**

- Business leadership in a particular area / sector / function / capacity
- Corporate citizen working across the business and involved in the activities outside of work area

**BACKGROUND**

## Experience:

- At least eight years of strong Market Research Experience and good application of knowledge
- Solid experience in questionnaire design, table specifications and project management
- Understand and use statistical analysis
- Selling of research projects and capabilities
- Ideally, experienced in relevant category or sectors

Skills/Knowledge:

- Good communication skills, written and oral
- Sound problem-solving skills
- Able to work under pressure and meet aggressive deadlines
- Exceptional time management skills
- Good data preparation skills
- Good client service skills
- Able to build strong links with the rest of the business
- Proactive / Self-motivated
- Able to work effectively in a team and independently

Qualifications:

- Degree in Business, Social Science, Statistics or related studies