**Qualitative Research Executive**

Want to work on world famous FMCG brands ?

Dreaming about becoming a specialist in qualitative research?

Excited about making a real difference to a medium sized agency ?

Keen to be part of a friendly team that genuinely cares about its people ?

Then this could be the role for you !

We are seeking an enthusiastic Research Executive to join our growing Qualitative team at Sensory Dimensions. The company is growing rapidly and has recently successfully invested in its Qualitative function.

**About Sensory Dimensions**

Sensory Dimensions is a long established, privately owned, financially secure agency based in Reading and Nottingham. We have our own in-house sensory and consumer research facilities which including a viewing Studio. Our portfolio of contracts and adhoc projects includes the world’s most famous FMCG and Retail brands. In addition, we are committed to investigating and developing new innovative techniques and technologies.

We are ambitious and have the highest standards of professionalism and quality to ensure we keep our clients happy and make them successful but we are also very people focused business providing an environment where young researchers can learn and develop their individual skills.

We work with our clients to develop, improve, and optimise their products and packaging enabling them to achieve maximum success in the marketplace. We do this by combining traditional and innovative techniques which in additional to qualitative approaches, include sensory evaluations by trained panels, quantitative consumer product evaluation, implicit techniques, and voice enabled technology. All our research is under-pinned by best-in-class fieldwork, study design, data analyses, insight generation and engaging communication to clients.

**The role**

You will be working with our Qualitative Research Director to support some of our key FMCG clients to provide the research insights that meet their needs. You will assist with setting up projects, writing discussion and interview guides, moderate and interview consumers and manage on-line research environments. You will also be involved with data analysis, interpretation , reporting and presentation.

In addition, you will play a key role in developing new qualitative services and ways of working at Sensory Dimensions.

This position is perfect for a young researcher wanting to specialize in Qual and shape a career and a research function. You will be mentored and trained by our Qualitative Research Director who has over 20 years’ experience in client-side NPD research. You will have the opportunity to learn about

the role of Qual in food and personal care development, and the skills and techniques required to answer a range of NPD objectives. As part of the wider Sensory Dimensions team you will also understand how qualitative research complements quantitative and sensory research methods within multi-disciplinary research projects.

This role will be based at our Reading site. We have a hybrid home-office working model which requires a minimum of 2 days a week in the office.

**Requirements**

* Experience in a consumer research environment is preferred– qualitative or quantitative but this role would also suit an ambitious graduate.
* Ideally FMCG experience – our client base is mainly food, drink, household and personal care.
* Enthusiastic, self-starting and creative team player who is also able to work independently.
* Excellent report writer, presenter and story-teller.

**Salary & Benefits**

In addition to salary, we provide a package of benefits including a health cash plan, flexible working hours and 25 days holiday.

Sensory Dimensions is an Equal Opportunities Employer.