Senior Research Analyst

Introduction

Human Made Machine is a market research company with a focus on digital media, founded in 2015 and entirely independent, we bridge the gap between ideas and data. Our rigorous approach makes media strategy reliable and useful to our clients, and our strong focus on technology supports and augments our work. Within the company there is a wealth of experience in media strategy, planning, data science, qualitative research, software and data engineering.

Our operations are global, spread across EMEA, NA and APAC, we are proponents of remote-asynchronous working with offices/hubs in London, McLean, Singapore and Melbourne.

Visit humanmademachine.com for more information on what we do.

The role

Human Made Machine is looking for a senior market research analyst executive to join our growing team. You will support delivering quantitative and qualitative research that gets under the skin of our clients' business and marketing objectives. Research areas include but are not limited to deep and relevant consumer insight on behaviours, habits, sentiments, and preferences which will drive forward creative development, media strategy, planning, and optimization.

Enabled by our in-house technology, we are uniquely positioned to create truly useful and accessible insights for our clients. We merge traditional qualitative research techniques with a quantitative assessment of users, allowing us to understand the underlying attitudes that drive behaviours.

Responsibilities

- Meet with clients and internal stakeholders to understand research needs in order to commission structured research projects
- Manage the execution of projects and creation of high quality outputs, delivering against the agreed brief
- Identify the appropriate tools and techniques to execute robust research. Typically research will be a mixture of quantitative and qualitative analysis including:

  - Designing and commissioning surveys based on objectives, past performance and existing market knowledge
  - using statistical techniques such as cluster analysis to identify groupings of users based on behavioural patterns

- ○ consumer sentiment analysis for brands and their campaigns through the use of social insight tools and/or open ended survey analysis
- ○ managing the recruitment of panelists and assessing the quality of the respondent data to ensure a robust and representative sample

- Analyse and interpret results to generate clear and robust insights
- Define audiences of the most valuable consumers and identify where best to find them
- Provide reports on creative effectiveness, landscape of products, competitors and markets that help identify potential opportunities to shape campaign strategies

The candidate

Requirements

- 3+ years experience in an analytically driven marketing role, either client or agency-side.
- A degree that demonstrates strong communication and analytical skills such as an applied quantitative field, social science, psychology or communication
- Strong analytical skills, with the ability to identify business questions, analyse data, draw conclusions, and develop actionable recommendations
- An affinity for new technologies. You would be interested and open to working with a new platform or learn a scripting language. Proficient with Microsoft Excel and experience with SQL
- Ability to write concise, direct and balanced surveys which will effectively generate a relevant and unbiased data set
- Strong analytical skills, with the ability to identify business questions, analyse data, draw conclusions, and develop actionable recommendations
- Highly advanced Microsoft Excel skills and experience interrogating databases and systems using SQL and/or other tools to obtain answers
- A knack of presenting complicated data in a way that cuts-through the noise and allows the audience to focus on the underlying trends and insight
- Strong organisational and project management skills
- Excellent verbal and written communication skills
- Established and professional communication and presentation

You'll stand out if you have

- Fluency in other languages, especially German, French, Hindi or Japanese
- MRS certification/accreditation
- Experience assessing and using social analytics tools
- Experience using statistical techniques and/or programming languages such as R and Python
- Experience using data management platforms

What we can do for you

At Human Made Machine you'll enjoy working with a tight knit team who are open, respectful and driven. We move fast to keep our competitive edge, making our work interesting and varied.

You will have instant exposure to experienced engineers and analysts supporting your development. All while working with world class marketing brands.

We support each other as a team with shared values that keep us creative and effective. Along with job satisfaction, we reward our team with:

- Competitive salaries
- Generous bonus scheme
- Flexible working
- Health Insurance
- 21 paid annual leave days + 11 bank holidays days per year

Human Made Machine is an equal opportunity employer. We celebrate diversity and are committed to an inclusive environment for all employees.