Job Description

Position: Market Research Analyst
Job Type: Permanent Full-Time
Salary: Negotiable
Location: Hybrid with office in Milltown, Dublin
The company: W5 – Powering Customer Experience

Company profile

- W5 is Ireland's leading full-service customer experience consultancy. We have grown substantially since setting up in 2001 and although we are a small team, we have big ambitions
- Our aim is to help our clients better understand their customers, use customer experience as a strategic differentiator, strengthen their brands, and ultimately support their growth. We believe that there is a measurable link between employee experience, customer experience and sustainable value generation. This is at the heart of everything we do.
- Our close-knit team works on challenging problems and has fun along the way. We have had great success to date recognised by a range of awards and the quality of our client base
- Customer experience measurement accounts for a significant part of our business at present, having been the first company in Ireland to specialise in voice of the customer (VoC) measurement as well as pioneering online research in this market. W5 continues to use the latest digital tools to enable clients to transform their customer experience.
- More recently, W5 has been developing a range of specialised consulting offers to support clients to build customer-centric organisations. We believe that consulting offers a significant opportunity for growth
- Employees are our strongest asset and we invest in them - you will be supported with learning and career development

Role Summary and Objectives:

- You will be part of the team responsible for implementing the W5 solutions and providing a vital bridge with our technical and customer facing teams, working directly on client outputs, and supporting some key client relationships.
- On a day-to-day basis this will involve:
    - Analysis and presentation of data.
    - Interpreting quantitative data and showing the stories contained within it in visual formats
    - Detailed analysis of verbatim data using an analytic tool and drawing out the key themes and sentiment
    - Generating report graphs in Excel & PowerPoint
    - Preparation and provision of reports for clients.
    - Liaison and support of clients

o   Experience with software platforms/environments such as Tableau, SPSS, other statistics tools
o   Support in scripting, project management and analysis in software tools such as Confirmit or Qualtrics is an advantage

Core Skills and Competencies:

- Ideally 2 or more years' experience working in market research or customer experience measurement and technically competent
- Speaks clearly and articulately. Presents data and research in an effective manner. Confident in presenting information to client team and contributes to debate
- Understanding of quantitative research methodologies
- Experienced with the used of Microsoft PowerPoint and Excel
- The ideal candidate will have experience and proficiency of reporting and analysis platforms such as Tableau and SPSS
- Ideally they would also have experience of survey platforms such as Qualtrics or Confirmit
- Someone with excellent people skills and demonstrable ability to influence and develop relationships
- Ability to articulate complex concepts clearly and pleasantly
- Well organised with strong project management tools
- Mathematical /strong analytical mind and good understanding of computer applications.
- High level of autonomy and self-motivation required
- Excellent attention to detail
- Excellent written and verbal communication skills
- Ability to work independently and as part of a team
- Enthusiastic and self-confident
- Proactive
- High standards

Education and Experience:

- Third Level Degree
- Strong experience of data analysis and reporting
- Experience with and knowledge of customer experience or market research whether client side or agency side preferable

If you feel you are suited to the role and would like to apply for the position, please email Tim Farmer at info@w5.ie with your CV and some information about yourself.

Look forward to hearing from you!
The W5 Team