



# Job Description

**Position:** Research Manager  
**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 design, implementation and reporting of Voice of the Customer solutions across clients
- On day-to-day basis this will involve for **VOC projects**:
  - Client liaison and support
  - Implementing VOC solutions to agreed time frames and scope
  - Managing and mobilising a number of VOCs including customer lead management, quality control of client dashboards
  - Interpreting the numbers to deliver insight for clients
  - Facilitating client CX success through VOC feedback
  - Analysis and presentation of data
  - Generating report graphs in Excel
  - Creating client reports in PowerPoint and creating insight decks



- Contributing to strong and winning proposals (under lead director supervision) as well as Job costing, Project design and Profitability
- Support for other project team members

#### **Core Skills and Competencies:**

- Ideally 3 or more years' experience working in market research or customer experience measurement and technically competent
- Strong understanding of Customer Centricity (measurement & advisory) and driven to learn more
- Speaks clearly and articulately. Presents data and research in an effective manner. Confident in presenting information to client team and contributes to debate
- Is competent in both quantitative and qualitative research
- Someone with excellent people skills and demonstrable ability to influence and develop relationships
- Well organised with strong project management tools
- Mathematical /strong analytical mind and good understanding of computer applications.
- High level of autonomy & self-motivated required
- Excellent attention to detail
- Excellent written and verbal communication skills
- Knowledge/familiarity with Confront and/or Qualtrics an advantage but not required
- Ability to work independently and as part of a team
- Enthusiastic
- Proactive
- Self-confident
- 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](mailto:info@w5.ie) with your CV and some information about yourself.

We look forward to hearing from you!  
The W5 Team