



<https://www.modern-heads.com/job/head-of-insights-research-m-f-d-innovative-consumer-appliances-company-in-switzerland/>

Head of Insights &&& Research (m/f/d) Innovative Consumer Appliances Company in Switzerland

Beschreibung Company

Our client is a worldwide provider of high-quality cooking and cleaning appliances. They make life easier, simpler, and that little bit more enjoyable. By creating products, that really are a pleasure to use, that perform brilliantly, and that save time. It's something they have been doing for 140 years. Globally, their long-lasting, high-performance products are available in 79 countries.

Position

Understanding what our client's community thinks, feels and wishes for is essential for our client. A data-driven strategy development and deployment is a crucial competency. Therefore, we are looking for an:

Head of Insights & Research (m/f/d)

Who acts as the voice of the community. He or she does not only deliver research results through reports but proactively supports the organization to do the best for our community and ensure future success.

Zuständigkeiten / Hauptaufgaben Responsibilities

- Maintain a solid understanding of our client's community, the marketplace, the competition and of future trends
- Proactively reach out to internal stakeholders from various business areas to understand their business objectives and needs
- Consult internal stakeholders whether and how research can support them
- Form and lead a small team of experts
- Select the most appropriate research methodology based on the briefing crafted
- Design, manage and execute international research projects with a focus on innovation research, co-creation, satisfaction/loyalty, brand awareness, product/concepts tests, usability studies
- Interpret data, write and present reports, make actionable recommendations
- Support the translation of insights into strategy, concrete ideas and initiatives and effectively share those with various stakeholders e.g. Sales, Marketing, Product Development, Engineering
- Facilitate evidence-based, community-centric decision-making processes
- Accompany stakeholders working with research insights while they are developing products, services or setting up initiatives to further improve community satisfaction

Arbeitgeber

modern heads executive search

Arbeitspensum

Vollzeit

Start Anstellung

sofort

Dauer der Anstellung

unbefristet

Arbeitsort

Schweiz

Veröffentlichungsdatum

22. Juli 2024

Qualifikationen / Anforderungen

Your Profile

- Sound experience in managing and executing international research projects
- Make use of the full repertoire of research methodologies, being eager to experiment with new approaches if appropriate
- Excellent analytical skills, being able to quickly analyze and translate data into concrete conclusions with the help of standard tools (Microsoft Office, SPSS)
- University degree in psychology, economics, or social sciences
- At least 5 years' experience in a similar role
- Flexible, highly motivated personality with can-do-attitude
- Team player collaborating effectively with a multi-disciplinary team
- Excellent English skills, German is a plus
- Excellent communication, presentation, and storytelling skills
- Willingness to travel

Kontakte

Contact

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