

## Detailed Job Description

**Job Title:** Senior Strategist, Research

**Reports To:** Director, Operations

### Who We Are

Caddle is an agile, explosive growth consumer insights marketplace that connects brands and retailers directly with consumers. Consumers join Caddle to earn rewards and money for engaging with brands and share their opinion on product and service experiences. We are the Uber of the Consumer Insights space.

### Job Purpose

You will be the eyes, ears, and brain of everything research at Caddle. We are looking for someone who isn't comfortable with the status quo. Caddle is ever evolving and growing more rapidly every day! Caddle is looking for a Research Strategist to join our team who thrives in a fast paced, ever evolving environment. The Research Strategist will be an integral part in supporting the execution and delivery of solutions to Caddle customers.

### Duties and Responsibilities

- Share our values of Relentless Resourcefulness, Ruthless Prioritization and Radical Optimism
- High competency in the design and creation of surveys with speed and accuracy that deliver on a client need (from a brief, email or phone conversation)
- Coordinate with various teams to design and recommend efficient strategies to provide support to insight delivery processes and perform research projects.
- Collaborate with internal teams at Caddle to develop efficient processes.
- Conduct client-facing meetings as a support for sales for discovery and project scoping.
- Openness to feedback from sales on research presentations to ensure best-in-class client delivery
- Utilizing a variety of quantitative methodologies to investigate larger, more complex problems for clients.
- Ability to work on multiple projects, managing timelines and expectations of clients and sales team throughout engagements.
- Analyze data to distill meaningful insights to create client-facing PowerPoint reporting and Excel modelling.
- Understand and expand the portfolio of Caddle tools for client solutions.

### Minimum Qualifications and Skills

- 5+ years of experience in market research / consumer insights (with a substantial amount of time managing quantitative research projects).
- Ability to effectively communicate with clients and staff members.
- Team player with an ability to provide feedback and coaching to analysts.
- Self-starter, with attention to detail.
- Experience in consumer packaged goods or strategic brand management is an asset.
- Post-secondary degree, preferably in statistics, computer science, or business.
- Excel at synthesizing, analyzing, and testing data, interpreting information, drawing conclusions, and telling the data story with informative insights
- Experience handling statistical software packages such as SPSS, R, Python, or SAS as well as being an expert in PowerPoint, Excel, and Word.
- Proven ability to develop well designed data visualization using PowerBI or Tableau.
- Passionate with a natural curiosity to solve problems

Please email [careers@caddle.ca](mailto:careers@caddle.ca) with your cover letter & resume with the subject line "Senior Strategist, Research"