

Director (Research) – Toronto

Calling all **PLANNERS** and **STRATEGISTS!**

Let's start with you...

Let's face it, without the smartest and most passionate PEOPLE joining our team, we can't build the world's biggest brands. We can't wait to tell you about our work, but we want to focus on YOU first.

Keep reading if YOU want to...

- ∞ Help crack the biggest brand challenges out there and ultimately touch the lives of billions of consumers
- ∞ Plan and strategize to create new breakthrough ideas, brands, products, packaging, and communications
- ∞ Work with 80% of the top global advertiser agencies and Tier 1 consumer packaged goods brands
- ∞ Create global impact through insights spanning across the Americas, Greater Europe, and Asia

But why Hotspex instead of other research companies?

- ∞ We're not "part" of the research world, we are reinventing it using leading edge technology
- ∞ We don't "do" research, we build iconic brands with our proprietary research methodologies
- ∞ We have built and use our world class human motivation measurement platform to drive insight
- ∞ Innovation is in our blood – we're changing how marketers understand the consumer-brand relationship
- ∞ We drive learning journeys for continuous personal and professional development within a work culture full of fun, adventurous, creative and intelligent individuals!

Build long-term brand equity

There's a sense of pride that comes from building brands people love and our world class platform helps clients measure and map all of the human motivators that drive consumer decisions, so that clients make the smartest choices to grow their brands. At Hotspex, our people are our brand, and we want you to grow with us!



We need leaders, like you, who will help turn ideas into results, connecting brands and consumers with winning design and strategy.

Join our team and to be part of the difference we're making in the marketing world and enjoy the excitement of being part of quickly growing and expanding company!

What does the Hotspex brand mean?



In our 17 years of brand building, we have come to understand that the most successful brands operate in their “RIGHT SPACE” – the space that is most ownable, believable, and profitable for the brand. We have also learned that balance is the key to building a thriving brand. Our brand starts with ‘HOT’ associations with emotionally charged excitement, innovation and is balanced with ‘SPEX’ associations of being trustworthy, meticulous, and practical.

Some of your significant contributions will include:

- Using your planning background to lead or contribute significantly to proposals, report writing, questionnaire design and sample selection, methodology and costing
- Acting as the secondary client contact to VP
- Managing the day-to-day client relationship as a respected and trusted advisor providing exceptional strategic expertise and guidance
- Managing analysts and providing guidance/feedback
- Presenting findings independently to clients and leading brainstorming sessions
- Utilizing a variety of quantitative methodologies on multiple projects, with larger and high complexity clients
- Demonstrating exceptionally strong research design and core analytical skills
- Managing processes with other departments to co-ordinate project flow through Hotspex



> insights · innovation · technology

- Developing insights and implications from your understanding of clients' business needs and translating those needs into research solutions
- Understanding the portfolio of Hotspex tools for client solutions
- Focusing on excellent execution of deliverables

About you:

- Post-secondary degree, preferably in marketing, statistics or business
- 5 years of prior experience working on the supplier-side of market research
- Prior Planning/Strategic and CPG/packaging/concept test experience
- Capable of delivering accurate results in a fast-paced and dynamic atmosphere
- Strong attention to detail and ability to work independently as well as in teams
- Impeccable communications skills, both verbal and written
- Experience handling statistical software packages such as SPSS or SAS
- The following are assets:
 - Understanding of important principles in brand-building
 - Background / experience / academic knowledge of Behavioural Sciences
 - Open to occasional travel
- Wired to have fun and work hard with a great team of like-minded people!

Are you a planner and strategist who can bring research and insights to life? Connect with us now to be a part of our young, dynamic and entrepreneurial team. Email your cover letter and resume to hr@hotspex.com and start writing your own compelling career story!

Hotspex thrives on diversity. We thank all applicants however only those short-listed for an interview will be contacted, and let us know if you require any accommodation during the recruitment process.