



Irrational Agency is looking for an ambitious **qualitative researcher** to join a growing team

In the last few years our qual has stood out and even won MRS New Consumer Insight Award in 2021. Our clients love what we do, they find the approach innovative, fun and are always impressed with the results. A lot of it tends to have an international element, mostly in the US.

We are looking for someone at RM/SRE level who can bring their expertise and fresh thinking to the business and help us develop our qual offering further.

If you love what you do, are eager to stretch yourself professionally and are looking to make your mark in the industry then join Irrational Agency, one of the fastest growing agencies in the UK.

What are we looking for:

- Qualitative researcher (quant experience would be ideal but not necessary)
- Worked agency side
- Proven track record of conducting qual fieldwork, delivering insightful reports and strategic thinking
- Someone who wants to be part of the vision for the business and is keen to help us grow
- Demonstrable capability to help run projects, working as part of a wider team, identify roadblocks and manage resources
- Wants to manage, train and build a team of qualitative researchers

Some ideal, but not essential characteristics:

- Experience agency side, with a range of different clients and types of project
- An understanding of quantitative research
- We are not sector specific so a knowledge of more than one sector would be helpful
- A second language

What you would be doing:

- Reporting directly into the Head of Qual supporting the senior team
- Client management opportunities with support from a senior lead
- Proposal collaboration and writing
- Input into marketing, strategy and sales planning
- Conducting qualitative research online and face to face
- Participate and contribute to analysis sessions
- Support in the delivery on qual elements of projects, developing hypothesis and foundation for subsequent quant research (opportunities to get involved in quant if it is

something of interest)

- Management, mentoring and training of juniors and freelancers as we grow the team
- Attending industry conferences with the intention of growing our network and building our qual offering with new innovative approaches
- Speaking at conferences and writing white papers

What you would be getting:

- A career development plan to achieve the ambitious goals you set yourself, whether that is:
 - Win leading industry awards
 - Heading up a US office
 - Write the next breakthrough book that sets the agenda for the industry
 - Do research that makes a visible difference in the world
 - Learn from leaders in behavioural reserach and become a significant part of the business
 - Be recognised as a Fellow of the Market Research Society
- The support, time and resources needed to achieve that plan
- Office space in Paddington with free drinks and regular activities such as yoga and cocktails
- International travel to local markets
- Flexible working conditions depending on your specific needs
- Monthly team lunches
- £1,000 p/a training budget
- 5% Pension contribution
- Travelcard loan
- 25 days holiday (additionally in 2020 & 21 we closed between Christmas and New Year)
- Bonus (typically, but not limited to, 1 month salary)
- Salary between £30-£50k depending on experience

Clients work with us because: we believe the only way to predict consumer behaviour is through behavioural science. We are experts in the commercial application of cutting edge behavioural science that drives impact. Our innovative approaches are key in attracting clients who know we can answer their complex questions. We effectively build client relationships through hands-on collaboration and they respect our ability to challenge and be challenged, which means we can build fruitful long term relationships with high client retention.

"Irrational Agency has a truly unique and inspired approach to research which is refreshing in the current cluttered market. They showed how true partnership and collaboration works. I would consider Irrational Agency as true leaders in their field."

Global Head of Insight, ghd

"A great output which has produced actionable direction for a strategically and commercially significant programme."

Membership Commercial and Operations Manager, Co-Op

Employees join us because: we provide a challenging environment for somebody who is passionate about answering complex business questions. The Irrational team values the opportunity to work on projects and with methodologies that really push the limit of commercial consumer insight. Our work is exciting and rewarding work that grabs the

attention of senior stakeholders, so you can see the impact of your work day in and day out. We offer flexible hybrid working and we're committed to our employees' development, preparing you for the future rather than just the now. Our collaborative and transparent working style means that everyone at Irrational Agency has a voice.

"I am constantly learning and developing skills right at the cutting edge of consumer insight. Delivering these insights is so rewarding for me because I can see first-hand, the answers these insights can provide to complex client questions and the impact my work has"

Francis Raho-Jeavons, Senior Research Executive

We're heavily involved in the broader data and insights industry, and that's important to us. Maintaining our reputation as industry leaders in behavioural science is the responsibility of everyone at Irrational Agency, and we provide ample opportunities for you to build your profile in the industry. In the last year:

- We attended the Women In Research (Wire) summit in Paris
- We attended both the UK and US Richmond Marketing Insight Forum
- We presented with UKTV at the MRS Behavioural Science Summit
- We have been nominated as finalists for the MRS Innovation of the Year award
- We were invited to present at Yale University and ESOMAR
- We presented our award-winning project at the MRS Winners Summit with Bally's

Who are Irrational Agency?

Irrational Agency was founded in 2012 and we are currently seeing 60% growth year-on-year. We have won awards for our work and are often found speaking at industry events. Our client list is impressive, including: PepsiCo, Vodafone, Sainsbury's, Mondelez, Co-op, Sanofi and most of the work we do is international.

The business is focused on Behavioural Science and its application in research. This often means that the work has more than one stage to it, using a blend of both qualitative and quantitative research methods as well as consultancy focused workshops. We are a privately owned company. The business has grown through creative thinking and strong client management.

What to expect from Irrational Agency?

Not all of us are researchers, some have a background in Behavioural Science and some of have experience in both, others are more technical. We encourage people to work to their strengths and focus on their development and growth in areas that interest them.

We're committed to creating a positive, rewarding, and supportive working environment and continuously look for ways to develop this internal culture.

How do we work?

We like to get to know our clients' businesses: immersion into the topic area is important. We spent a day training in a Nando's restaurant to see things from the employee's point of view, and we similarly immerse ourselves in the customer's journey, whether that means purchasing Viagra Connect in Boots, using the Argos collection points in Sainsbury's, or signing up for the Co-op membership app and using it for several weeks in a row.

Proposals and projects are collaborative, we make sure we create headspace to get the best outcome. Opinions are all levels are valid and we really value input from everybody. We try and work hard and smart, but we also have a number of freelancers we work with regularly to make sure our peaks of work are smoothed out and the internal team maintains work-life balance.

What is the long-term plan?

Leigh and Steph are part of a business growth consortium that meets twice a month to discuss how best to grow a business and share experiences and challenges. The business has matured beyond being just an innovative startup and is ready for the next stage in its evolution: bringing on strong senior leads in the key disciplines who can build their own teams, develop strong client relationships and want to continue delivering the most innovative approaches in the industry.

We are on track to grow again this financial year and would like to double in size by the end of 2023, by growing existing clients, converting our pipeline and developing new techniques.

Visit our website: www.irrationalagency.com

