Technical Lead, Ipsos
Sydney, Australia

Ipsos is a leading global market research company, founded and managed by research professionals. Ipsos helps interpret, simulate, and anticipate the needs and reactions of consumers, customers and citizens around the world.

Due to an expansion in the demand within Ipsos and our clients for statistical support we are now recruiting a Technical Lead who will be involved in the statistical aspects of the various research services offered by the company. This is an exciting opportunity for the right individual as the role involves working within the newly formed Ipsos ADVAANZ Australia/New Zealand Technical Expertise Centre.

The Technical Lead will also be responsible for managing all the statistical aspects of the emma service. The emma media usage survey (www.emma.com.au) is an innovative media research product which utilises advanced statistical processes to construct a monthly database that is used by the media and advertising industries for planning and evaluation.

To succeed in this role, you will need to focus on building deep knowledge and understanding of client research and data needs and will have extensive experience using and communicating consumer research and data insight. It will also be imperative that you have an appreciation for market research techniques and methodologies and be able to understand the strategic application of research data to improve business decision making.

The right candidate for this position will have the following expertise:

• A degree in Statistics/Mathematics
• A minimum of 5 years experience working in the market research industry
• A knowledge of SPSS and preferably R
• The ability to think independently and perform detailed analysis of the emma data
• The ability to handle ad hoc technical/statistical queries
• Be able to work in a team environment
• Be able to work with the Ipsos client base & explain complex technical concepts in easy to understand language.

At Ipsos, we are passionately curious about people, markets, brands and society. We make our changing world easier and faster to navigate and inspire clients to make smarter decisions. We deliver with security, simplicity, speed and substance. We are Game Changers!

https://www.statsjobs.com/jobs/technical-lead-ipsos/