

# Associate Director

## Who is Nature

We're an independent strategic insights consultancy. We provide guidance and advice to a diverse range of businesses, which is grounded in consumer evidence.

At its core, we help our clients grow, unlock their competitive advantage, and make important decisions with confidence. Our work helps our clients build great brands, launch & optimise products, and services, and deliver exceptional experiences.

At Nature, we make a point of staying true to the values that built our business and reputation. We encourage all our people to have an owner's mindset, to keep on growing and to be dependably candid to solve our collective challenges and find our best ideas together.

As a Certified B Corp, we are part of the global movement to innovate economic and operational systems to have a positive impact on society, the community, our planet, clients and our team. B stands for 'benefit for all' – our certification is at the heart of our mission and our work.

In simple words, the nature of Nature is that we are genuinely into what we do and want to make sure we always show up, together, to do work that matters. To our clients. Our people. Our communities.

## The Opportunity

With 6-8 years of hands-on experience in insights consulting, becoming an Associate Director at Nature means stepping into a role where you'll help shape our team's success. You'll lead key accounts, a team of consultants and be responsible for fostering a collaborative environment where everyone's ideas count. We're all about working together to solve challenges and achieve our goals.

A key aspect to this role will be to support and guide your team, making sure they have what they need to keep on growing and do their best work. Communication is key, and you'll be the bridge between senior leaders, clients, and project teams, keeping everyone in the loop and working towards a shared outcome.

With your expertise in evidence-based insights, you'll empower your team to deliver clear recommendations to solve clients' business challenges. You'll also be involved in leading strategic studies yourself, which will involve tackling some big and exciting challenges to help our clients unlock growth.

Building strong relationships with our clients is a top priority. You'll go beyond the basics, nurturing connections that last beyond individual projects. At Nature, we are more than just a workplace. Our cultural initiatives are at the heart of how we connect, and our commitment to B Corp principles drives every aspect of how we work.

As an Associate Director, you'll have the opportunity to spearhead these efforts and contribute to our collective journey of growth and purpose.

If this sounds like you, we'd love you to read on!

Certified



Corporation

### Nature Pty Ltd

3 / 3 Newton Street  
Cremorne VIC 3121  
03 9867 5535  
info@nature.com.au

### Nature Sydney Pty Ltd

Level 10, 50 Berry Street  
North Sydney NSW 2060  
0411 689 511  
sydney@nature.com.au

# Associate Director

## What we are looking for

- You have graduated with a relevant degree and have been working with your clients to help them unlock evidence-based solutions across brands, products and/or services.
- Someone who has experience working with insights, category and revenue teams. Ideally has conducted foundational ad hoc studies which might include U&As, choice modelling, pack testing, innovation and concept optimisation. Qualitative experience is a nice to have but not essential.
- Evidence of work you have been doing in the insights industry and someone who may have experience managing people too.
- A proven problem solver and project manager with a real curiosity to understand the nature of how people think, feel and act in relation to life as a consumer.
- Strong commercial acumen who knows how to build and manage trusting client relationships.
- We use Q as our analysis software platform. You may be skilled in this already but more importantly you know how to find the story in the data.

## Role Summary

As part of your team, you will:

- Report into the senior leadership team (Partner or Director)
- Lead a top-performing team helping them grow both their people skills and technical capabilities and contribute to our Nature culture.
- Own your client accounts & projects and drive them autonomously. Build great relationships with clients and grow new and existing client accounts.
- Bring gold standard to proposals, designing studies that clearly deliver on client objectives and ensure projects are on budget.
- Present pitches with impact.
- Deliver reports that provide clients with advice and guidance on their challenges - and instil and build these skills in their people too.
- Present pitches with impact.
- Be responsible for managing the team new business pipeline and hitting GM targets.
- Get involved in designing and activating initiatives that help Nature's culture to thrive.
- Adhere to and maintain up to date knowledge of the Code of Professional Behaviour and ISO 20252 standards and team training on these codes where required.

As someone who feels aligned to our values at Nature you will:

- Have an **owner's mindset** because Nature belongs to us all.
- Have an open mind and be committed to **keep on growing**.
- Ensure a collegial and collaborative way of working so we **solve it together**.
- **Show up** for yourself and your team by bringing your full self to work.
- Find the courage to be **dependably candid** to solve challenges together.

If you want to find out more about us and what it's like to work at Nature, check out our website [here](#) or visit us on LinkedIn [here](#) or on our Instagram [here](#).

Certified



Corporation

Nature Pty Ltd

3 / 3 Newton Street

Cremorne VIC 3121

03 9867 5535

info@nature.com.au

Nature Sydney Pty Ltd

Level 10, 50 Berry Street

North Sydney NSW 2060

0411 689 511

sydney@nature.com.au