

Senior Associate Director

Who is Nature

We're an independent strategic insights consultancy. In other words, 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

As someone with 10+ years of experience in the insights industry, you have built your reputation as a curious, technically confident leader and insights consultant.

This opportunity is for a known people leader, who will be responsible for managing and developing their team. The opportunity to continue learning and developing is huge as you will be working with experienced consultants and analysts at Nature and with many of Australia's favourite brands that we work with as well. You will also enjoy access to Nature's rich and varied annual Learning and Development program we call Nurture.

With a clear and supportive team structure around you, you'll be confidently leading your team with full ownership of delivering projects end to end. You will also be owning client relationships and play a core role in business development.

There will also be plenty of interesting and meaningful opportunities to work on B Corp and cultural initiatives.

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

Certified



Corporation

Nature Pty Ltd

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Nature Sydney Pty Ltd

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What we are looking for

- Someone with a breadth of experience in helping brands identify and understand the white space opportunities.
- Someone with substantive and applied understanding across breadth of methodologies such as brand tracking, CVP, segmentation, U&A, choice modelling, pack testing, concept testing including how to apply them.
- You will have great body of evidence of insights consulting work including a demonstrable ability to work across multi-dimensional client projects.
- You take great care of your retained clients and equally you are at home developing and winning new business proposals.
- With your proven ability to lead teams, you clearly enjoy the art of teaching and helping people to develop their core consulting skills. You are confident in knowing how to (re)shape team structures and resources to consistently deliver client projects effectively and efficiently.
- We use Q as our analysis software platform. You may be skilled in this already but more importantly you have a solid conceptual understanding of methodologies and stats and know how to find the story in the data.

Role Summary

Reporting to your Director, you will:

- Lead a top-performing team and help them grow both their people skills and technical capabilities.
- Smash it at client relationships. Build great relationships with clients and grow new and existing client accounts.
- Bring gold standard thinking to briefs, designing studies that clearly deliver on client objectives and ensure projects are on budget.
- Develop excellent proposals and deliver pitches with impact.
- Deliver reports that provide clients with advice and guidance on their challenges - and instil and build these skills in your people too.
- Be responsible for managing the team pipeline and hitting GM targets.
- Be a kick-ass mentor and people leader who contributes to our Nature culture.
- 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:

- You will have an **owner's mindset** in our team because Nature belongs to us all.
- When we all have an open mind, we all **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](#).

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