

Senior 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

The Senior Associate Director role at Nature is for seasoned leaders who thrive on fostering success and driving growth in the insights consulting industry. With over 10 years of experience, you'll play a pivotal role in shaping our team's trajectory.

Your proactive approach to leadership will drive collaboration and problem-solving, ensuring projects run smoothly from start to finish. As an exceptional communicator, you'll engage with senior leaders, clients, and project teams, keeping everyone aligned towards our common goals.

You'll be responsible for delivering both simpler and more foundational / complex projects, ranging from brand strategy through to product/service optimisation in market. Teaching and development are at the heart of your leadership style. As part of this role, you'll know how to help the team extract strategic insights and recommendations from data and deliver work that leaves a lasting impact.

Beyond delivering projects, you'll prioritise building lasting client relationships and staying ahead of market trends. Your strong commercial acumen will be key in driving revenue growth, as you identify new opportunities and deliver winning proposals.

At Nature, we're more than just a workplace and our cultural initiatives and commitment to B Corp principles define who we are. You'll have the opportunity to lead these efforts and contribute to our collective journey of growth and purpose.

Join us at Nature, where every day is an opportunity to make a difference and grow both personally and professionally.

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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Senior 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 (e.g. U&As, choice modelling, pack testing, innovation and concept optimisation) in addition to tracking. Qualitative experience is a nice to have but not essential.
- A body of evidence of insights consulting work including a demonstrable ability to work across multiple client projects at the same time.
- Experience managing multiple people in a team and knows how to adapt the style to bring out the best in a person and their consulting skills.
- Evidence of taking great care of your retained clients while also developing and winning new business proposals.
- 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 data.

Role Summary

As part of your team, 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:

- 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](#).

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