

## Research Analyst – Toronto

### Let's start with you...

Let's face it, without the smartest and most passionate PEOPLE joining our team, we can't build the world's biggest brands. We can't wait to tell you about our work, but we want to focus on YOU first.

Keep reading if YOU want to...

- ∞ Help crack the biggest brand challenges out there and ultimately touch the lives of billions of consumers
- ∞ Strategize to create new breakthrough ideas, brands, products, packaging, and communications
- ∞ Work with 80% of the top global advertiser agencies and Tier 1 consumer packaged goods brands
- ∞ Create global impact through insights spanning across the Americas, Greater Europe, and Asia

### But why Hotspex instead of other research companies?

- ∞ We're not "part" of the research world, we are reinventing it using leading edge technology
- ∞ We don't "do" research, we build iconic brands with our proprietary research methodologies
- ∞ We have built and use our world class human motivation measurement platform to drive insight
- ∞ Innovation is in our blood – we're changing how marketers understand the consumer-brand relationship
- ∞ We drive learning journeys for continuous personal and professional development within a work culture full of fun, adventurous, creative and intelligent individuals!

### Build long-term brand equity

There's a sense of pride that comes from building brands people love and our world class platform helps clients measure and map all of the human motivators that drive consumer decisions, so that clients make the smartest choices to grow their brands. At Hotspex, our people are our brand, and we want you to grow with us!



We need leaders, like you, who will help turn ideas into results, connecting brands and consumers with winning design and strategy.

Join our team and to be part of the difference we're making in the marketing world and enjoy the excitement of being part of quickly growing and expanding company!

## What does the Hotspex brand mean?



In our 17 years of brand building, we have come to understand that the most successful brands operate in their "RIGHT SPACE" – the space that is most ownable, believable, and profitable for the brand. We have also learned that balance is the key to building a thriving brand. Our brand starts with 'HOT' associations with emotionally charged excitement, innovation and is balanced with 'SPEX' associations of being trustworthy, meticulous, and practical.

### Some of your significant contributions will include:

- Actively participating in proposal development, report writing, questionnaire design and sample selection
- Involvement in brainstorming and review of Sample Plan Development
- Utilizing a variety of quantitative methodologies
- Demonstrating exceptionally strong research design and core analytical skills
- Exposure to client calls and kick-off meetings
- Working with other departments to co-ordinate project flow through Hotspex
- Focusing on excellent execution of deliverables

## About you:

- Masters or equivalent preferably in neuroscience, psychology, sociology or closely related field
- Capable of delivering accurate results in a fast-paced and dynamic atmosphere
- Strong attention to detail and ability to work independently as well as in teams
- Impeccable communication and storytelling skills, both verbal and written
- Experience handling statistical software packages such as SPSS or SAS as well as being a GURU in PowerPoint, Excel and Word
- The following are assets:
  - Understanding of important principles in brand-building
  - Background / knowledge of Behavioural Sciences
- Wired to have fun and work hard with a great team of like-minded people!

Are you a passionate big picture thinker who can bring research and insights to life? Connect with us now to be a part of our young, dynamic and entrepreneurial team! Email your cover letter and resume to [hr@hotspex.com](mailto:hr@hotspex.com) and start writing your own compelling career story.

*Hotspex thrives on diversity. We thank all applicants however only those short-listed for an interview will be contacted, and let us know if you require any accommodation during the recruitment process.*