



Consumer Product Insight Associate FTC 12 months- HUL002E0

RB is the world's leading consumer health and hygiene company. We work with the best people to challenge conventional thinking and keep giving people innovative solutions for healthier lives and happier homes, through our brands like Nurofen, Strepsils, Mucinex, Dettol, Lysol, Finish and Vanish.

A fantastic opportunity is available for a Consumer Product Insights Sensory Associate to join our CPI team.

Responsible for:

- Designing, executing and managing quantitative and qualitative consumer research studies (i.e. focus groups, 1:1 interviews, ethnography, online surveys etc.), to produce actionable consumer insights and meet the required standards, project objectives and agreed timelines for RB Health Business Unit.
- Proactively identifying and trialling new consumer sensory research approaches and methodologies to gain and explore superior and emerging behaviours and insights.
- Building and managing efficient and productive local, consumer or employee panels to give the RB community access to consumers in your region.
- Developing and executing capabilities in support of RB initiatives in:
 - Prototype evaluation and proof of performance feedback
 - Technical validation of product vs initial proposal. Congruence check.
 - Sensory evaluation of developmental or marketed products
 - Claims support studies
- Identifying, forming and managing productive relationships with appropriate third parties with value added external consumer capability.
- Ensuring that all consumer work complies with Consumer Research codes of best practice and that data protection requirement are adhered to.
- Promoting and maintain a safe working environment through compliance with established company and regulatory policies.
- Actively participating in the development and implementation of best practices across the CPI team

Qualifications

Do you have?

- Significant experience within FMCG or consumer health companies in product categories where consumer science makes up an important part of product development.
- Strong Consumer Sensory research experience, ideally with focus on consumer health. Experience in quantitative and ideally qualitative methodologies.
- The ability to effectively turn consumer feedback into inspiring action recommendations.
- Experience in insight generation and deep consumer understanding, product evaluation and claims support studies among studies.
- The ability to integrate sensory and consumer methods into research plans, integrate data and draw conclusions that could generate motivating product solutions in line with brand strategy.
- The ability to adapt strategies and research plans to fit end goals of stakeholders.
- A genuine and demonstrated interest in early product innovation/development within consumer-packaged goods industries.

Is this You?

- Degree level in a technical, design or psychological discipline and/or industry qualification in market research / consumer science disciplines (preferred).
- An excellent team player, willingness to become part of a very close knit team and work in collaborative fashion with team members.
- Self-motivated, a natural leader and ambitious.
- Experience presenting to small/medium groups (<20) and senior management.
- Fluent in English Language

In Return RB offer very competitive salaries with excellent benefits and the chance to progress your career within a truly Global organisation.

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