

## Experienced Qualitative Market Researcher, Hong Kong

Cimigo Hong Kong is recruiting for an experienced Qualitative Market Researcher with 6-8 years of experience to manage and moderate qualitative market research projects conducted for leading global brand name clients. The title will be commensurate with the level of experience.

Cimigo is a growing, dynamic, international market research consultancy. Cimigo operates throughout the Asia Pacific Region, providing leading-edge marketing and brand consultancy to internationally recognised brand leaders in multiple sectors, including: airline, tourism & hospitality, telecommunications, FMCG, luxury goods, finance and property.

Our Hong Kong office has established a reputation for high quality work with many blue-chip clients, across a wide range of industries. We are passionate about market research and we love to socialise together. We look forward to welcoming you.

### Role

In the Cimigo consultancy team, you will manage clients in various industries on a wide range of qualitative market research projects for global brand names. This will include pitching proposals, moderating focus groups, conducting IDIs, analysis and reporting, making recommendations to clients and developing client relationships. We will support your learning and broaden your exposure to enhance your career development. If you want to grow your career in both qualitative and quantitative market research, there is the flexibility and opportunity to additionally work on quantitative projects.

### Job Responsibilities...

- Moderate Focus Groups.
- Conduct IDIs.
- Work on all stages of the market research consulting process.
- Design and execute local and international qualitative market research projects.
- Manage market research projects.
- Analyse and interpret data to prepare visual presentations.
- Manage and build client relationships.

### You'll need to have...

- 6-8 years of qualitative market research experience.
- Moderating experience.
- Fluency in English and Cantonese is essential for group moderating. Fluency in Putonghua is an advantage.
- Experienced in analysing, organising, preparing and delivering qualitative market research data.
- Able to build relationships with clients and develop business.
- Proven ability in project management and meeting tight deadlines.

### What we offer...

- Competitive salary, medical & life insurance and performance related annual bonus.
- Career development prospects
- Sociable culture in our Causeway Bay office with regular fun gatherings and activities.

### Next steps...

If you like what you hear, please send your resume with a cover letter stating your current and expected salary to [careers@cimigo.com](mailto:careers@cimigo.com).