

## MIDDLE EAST & FRANCOPHONE ARICA

<b>TITLE:</b>	<b>QUANTITATIVE SENIOR ACCOUNT MANAGER</b>
<b>LOCATION:</b>	MOROCCO - CASSABLANCA - WORK FROM HOME AVAILABILITY (Eligibility to work in Morocco is required)
<b>COMMENCES:</b>	Immediate
<b>TYPE:</b>	Permanent – full time
<b>REPORTING TO:</b>	Managing Director: Nabil Abouzaid

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### ABOUT MDI:

At MDI we believe that the way in which people interact with one another, access information & interact with brands has fundamentally changed because of the mobile device. We focus on delivering high impact market research outcomes through innovative, in-the-moment, fast turnaround, and cost-effective mobile data collection and interrogation. We help our clients to provide a better understanding of their consumers and what makes them tick.

If you are curious about people and why they behave the way they do, if you are passionate about data and market research, and enjoy working with a variety of clients and colleagues around the world this role may be the one for you!

You will be working with multi-national clients and play a key role in co-developing creative solutions to their biggest business challenges. Working across a range of industries, supporting diverse business needs including branding, communications, strategic planning, customer experience, product development and consumer behaviour you will be part of the team ensuring we deliver exceptional insights across *qualitative* research projects.

### OVERVIEW OF THE ROLE:

You will be working with multi-national clients and play a key role in co-developing creative solutions to their biggest business challenges. Working across a range of industries, supporting diverse business needs including branding, communications, strategic planning, customer experience, product development and consumer behaviour you will be part of the team ensuring we deliver exceptional insights across *quantitative* research projects.

This is a **Moroccan - Casablanca** based regional client servicing role ( **Middle East & Francophone Africa** ), in a location of your choice, but you will need to ensure a solid internet and electricity connection.

## REQUIREMENTS FOR THIS ROLE:

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- 6+ years of quantitative research experience within a full-service research **agency. (a must)**
- Hands-on project management experience, including liaising with FW suppliers, questionnaire design, field management, data checking and reporting experience. **(a must)**
- Bachelor's degree in: Business Management, Marketing or any relevant field of study.
- Excellent ability to use Microsoft office – particularly PowerPoint, Word, Excel.
- Experience with SPSS or other statistics packages in a plus.
- Experience with Mobile Digital Research methodologies and AI would be preferred.
- Digitally savvy and technologically curious, with a willingness to learn.
- Proficient with numbers and formulas.
- Organizational and time management skills – self-motivated in a fast-paced environment and able to effectively juggle multiple projects, deliverables, and deadlines simultaneously while ensuring work is accurate, neat and error-free.
- Strong interpersonal and communication skills
- Flexibility to work collaboratively as well as autonomously.
- Proactive problem-solver, but not afraid to ask for assistance. Task-oriented project management skills.
- Work outside of defined parameters and be able adapt to situations as they change.
- Excellent verbal and written English, French and Arabic.
- Experience conducting research across various markets would be a plus.

## KEY PERFORMANCE AREA'S:

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### RESEARCH DESIGN

- Independently designing and developing questionnaires and research tools (such as briefing documents, testing protocols, scripting procedures, etc.) with researchers across MDI Africa.
- Appraising client briefs together with the research team to understand client needs and business objectives.
- Demonstrate critical thinking and research knowledge to help the research team produce effective proposals.
- Liaising with Scripters to ensure the designed questionnaires work in real life scenarios. Ensuring script testing has been conducted thoroughly (self or through line report(s)) before deployment into field, to ensure an optimal consumer experience and no mistakes present.

### PROJECT MANAGEMENT

- Independently lead projects from the design phase through to fieldwork, data extraction and reporting.
- Ensure the Quants team can deliver against agreed objectives, and within required budgets and timelines.
- Schedule and participate in regular project planning and review meetings.
- Highlighting any project management concerns with your director to ensure seamless client service.
- Ability to work outside of defined parameters and be able to adapt to situations as they change.
- Prepare project costings.
- Building strong relationships with suppliers to ensure the best project outcomes for MDI.

### DATA ANALYSIS

- Ensure analysis plans for the data processing team are created for each client project (self or by line report). Briefing the DP team concerning any complexities around projects and ensuring data analysis outputs are accurate and in line with what has been requested and what the client wants to see.
- Ensure that coding is conducted to a high standard, capturing the essence of all open-ended responses through accurate code frames.
- Ability to work with analysis platforms and conduct cross tabs and basic analysis on data independently.

### **REPORTING & INSIGHTS DELIVERY**

- Working relatively independently, you will be responsible for creating client reports that provide actionable insights and findings on each research project conducted.
- Reports are expected to be collated incorporating all elements such as correct and accurate representation of data into chart format, report commentaries and insightful summaries that are in line with clients' business and research objectives.
- Coordinate the quant team on all elements of reporting, such as; data analysis, checking of data accuracy, working with dashboard software, charting of data and creating of report commentary and summaries.
- Providing insight recommendations that align to the client's research and business objectives.
- Presenting research findings to clients and their stakeholders.

### **CLIENT MANAGEMENT, GROWTH & ACQUISITION**

- Building strong relationships with existing clients and delighting them by consistently delivering above expectations across all projects.
- Upselling projects and new methodologies to existing clients to ensure client budget growth.
- Sell tried and tested methodologies to new clients to ensure overall budget growth.

## PEOPLE MANAGEMENT, RETENTION & ATTRACTING TOP TALENT:

- Management of one or more direct line reports. Fully responsible for development and performance. Involving: training, mentoring, coaching, overseeing and correcting their work to ensure optimal delivery, ensuring no work goes to clients without it being checked and approved.
- Scheduling regular feedback sessions throughout the line reports probation period. Ensuring annual appraisal sessions are conducted with your line report(s) – these should be clear and concise, highlighting any development areas, as well as key areas of strength.
- Creating a nurturing environment where your line report feels motivated and challenged, ultimately leading to retention and growth of the individual(s) within the MDI network.

## WHAT WE CAN OFFER YOU

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- Career development and progression.
- A variety of intellectually challenging and interesting work.
- The ability to influence business decisions and shape strategy.
- Tailored learning & development, with ongoing constructive and supportive coaching and feedback.
- Opportunity to learn directly from senior leaders and partners.
- Fun team events & social activities.
- Work life integration – being able to manage your work and life with a degree of flexibility.

**JOIN THE MDI FAMILY - TO LOVE WHAT YOU DO EVERY SINGLE DAY!**

[https://mdiglobal.bizmerlin.net/jobboard/#/position/view/347445/Quantitative\\_Senior\\_Account\\_Manager](https://mdiglobal.bizmerlin.net/jobboard/#/position/view/347445/Quantitative_Senior_Account_Manager)