



July 16th 2010

Role Description Wine Intelligence

Position:	Graduate Trainee
Type of role:	Permanent, full-time
Salary & benefits:	£22k per year + up to 10% of salary as bonus + company pension scheme Five weeks paid annual leave
Location:	Wine Intelligence offices, London SE1

ABOUT WINE INTELLIGENCE LTD

Wine Intelligence was founded in 2001 to help the global wine industry understand its customers better. The company conducts insights and consultancy projects with trade and consumer respondents around the world and is now established as the world's leading research-led insights, branding and marketing strategy consultancy for the wine sector. Our active clients, who include some of the largest multi-national drinks businesses in the world, now number over 50 companies and organisations. In 2005 the company was named as one of the ten best start-up businesses in the UK in the HSBC Startup Stars Awards, and in 2009 were short-listed for International Business of the Year in the T-Mobile Fast Company Growth Awards.

The business comprises a team of 16 permanent staff, plus additional freelance associates, who work on a project-by-project basis.

ROLE DESCRIPTION:

Most business activity at Wine Intelligence is research and consulting projects for clients, involving both qualitative and quantitative research methodologies. Our services are sought by clients across the globe, and we conduct research in over 20 countries.

The position would involve a rotation between the core teams within the business (quantitative, qualitative, HR and marketing). Having successfully completed the 12 month programme we would expect to make the position a permanent role based in the department where we (and you) feel your skills are best suited.

The graduate trainee role involves supporting the project managers and Directors in the end-to-end running of their projects. It is likely that within the 12 months of joining, the graduate trainee will have been exposed to a number of different research methods and will have worked for several projects for different clients, as well as gaining a full understanding and experience of many internal and operational projects.

Responsibilities include:

PROJECT WORK:

- Supporting project managers and Directors in proposal writing and creating budgets
- Managing desk research projects, including sourcing and analysing data as well as preparation of reports for clients
- Assisting in qualitative primary research projects, such as focus groups, in-depth interviews and trade interviews. This involves recruitment of respondents, liaising with facilities, writing discussion guides, organising stimulus material, screening respondents, attending fieldwork and note-taking, writing up findings and often assisting in de-brief with clients.
- Managing quantitative primary data projects, such as hall tests, accompanied shopping, mystery shopping as well as projects using Wine Intelligence's Vinitrac® online survey platform. This involves liaising with external recruitment agencies, attending and conducting research, organising stimulus material, analysing and writing up findings. As with most Wine Intelligence research we conduct quantitative research in all major wine consuming countries

INTERNAL PROJECTS:

- Set-up and co-ordination of internal projects
- Supporting project managers and Directors to create WI industry reports and presentations
- Supporting directors on other internal and external ad hoc project work as required

REPORTING LINE

Project Manager/Director

REQUIRED SKILLS AND EXPERIENCE

Candidates should have:

- Good knowledge and understanding of research practices and techniques, either in an academic or commercial context
- Ability and confidence to translate research findings into actionable business decisions
- Superior organisational skills, a strong multi-tasker
- Excellent inter-personal and people management skills
- Flexible attitudes to working with different people on varied projects
- Superior written and oral communication skills
- Computer literate - strength in PowerPoint, Excel and Word is a must
- Ability to work to a high standard when under pressure

The following would also be advantageous:

- First-hand experience in the wine industry
- Business fluency in French, German, Spanish or Italian

WHAT WE OFFER

- The opportunity to move up rapidly within a fast-growing organisation
- Client contact and travel opportunities
- Personalised education and training plan to enhance marketing and wine knowledge
- Full immersion in the global wine industry
- Contributory company pension scheme
- No dull moments

CONTACT

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No agencies please