

CONSUMER & MARKET INSIGHT MANAGER Permanent position – Lyon, France

Context

The Institut Paul Bocuse provides education for Culinary Arts, Food and the Hospitality industry. The Research Centre addresses socially relevant topics centered on consumer experience using a multidisciplinary approach. The general aim is to contribute to the well-being of populations through Science and Innovation. Projects cover various topics, ranging from cooking to the service and consumption of meals, in all contexts (e.g. school canteens, workplace restaurants, street food outlets, nursing homes), worldwide. The experimental facilities include a Living Lab (labelled ENOL), with domestic and professional kitchens, modular restaurant, where products are tested in real life with a diversity of measures: choice, intake, liking etc. The international activity is supported by a network of partner culinary schools, universities and restaurants.

Job Description

In this context, the Institute is creating a new Consumer and Market Insight activity, and is looking for a team manager to structure and lead this activity and its development.

Consumer and Market Research is conducted to better understand market trends and to bring relevant consumer insight for innovation, mainly in the foodservice, hospitality and food sectors.

The specific tasks of the Consumer and Market Insight manager are:

1. Team management

- . Definition of needs, recruitment and management of new team members.
- . Management of collaborators dedicated to the activity, including project leader(s) and Living Lab technician. Guidance and evaluation of team members for work and individual progress
- . Definition and evaluation of processes. Implementation of actions for improvement when needed.
- . Definition and follow-up of indicators of the activity. Participation to the direction committee.

2. Science

- . Exploitation of the current original methodologies anchored in real-life approaches: Living Lab tests, international field research, cooperation with foodservice professionals, FLOW (Food and Lifestyle Observatory Worldwide smartphone own application).
- . Definition and/or final validation of methodologies (protocols, analysis, reports) to be used in response to study objectives.
- . Control of the quality of deliverables
- . Exploration of new approaches and evolution of methodologies. Interact with Research Managers in Human sciences, Economics, Cognitive sciences and Nutrition.

3. Business:

- . Development of the activity. Consolidation of the industrial network and initiation of new contacts.
- . Coordination with customers/partners at all steps of the project
- . Identify priorities in terms of methodologies, applied sectors, sub-contractors, communication means.

Profile

- . 10-15 yr experience in Market Research – Industry or Consulting in the food and beverage sector.
- . Education in Marketing / Consumer science. Qualitative and Quantitative studies. Applied statistics.
- . English speaking and writing.
- . Knowledge/interest in sociology, economics, psychology, nutrition, food sciences.
- . Successful experience in team management

Conditions

Position is based in Lyon (Ecully). Starting date upon agreement. Permanent full time position. Salary according to experience. Meal provided. Mandatory company social insurance.

Application

Send motivation letter and CV to recrutement@institutpaulbocuse.com

