

Full-time Researchers (Ref: 0904EXE)

You'll find Strategic Focus to be a collaborative firm with a collegial environment. You will work with people across all levels of the company, who will value your independent thoughts. All of our researchers and coordinators work as members of small, dynamic teams, allowing you to work with different clients in different categories. That means for each project you will face a new challenge for you to expand your horizons!

Clients come to us for advice on strategy, positioning and communications, this means talking to people and understanding what they think and do, and why they think and do it. We travel all round the Asia Pacific Region to talk to people through a range of research application. This can be quantitative or qualitative projects via ethnography, focus group, depth interview and accompanied shopping to get a sense of what people are thinking.

Existing and new clients are approaching us to work with them and we are therefore looking to recruit experienced market researcher who are:

- analytical, creative and independent
- enthralled by brands, business, advertising, people and cultures
- fluent in spoken and written English, Cantonese, Putonghua and an intelligent and confident communicator and presenter
- to have at least 3 years of working experience on market research

So if you like people and travel, have opinions on brands and advertising, want a job that makes you think, organized and don't mind hard work to build your foundation, then this might well be the job.

If this is you, please email your RESUME together with a cover letter and around 400 words on "Your Most Preferred Brand and Why" to:

application@strategicfocus.com.hk

Please note that only suitable applicants will receive a reply.