Associate Director – *NeedDriver Mapping*
Competitive salary + benefits + flexible working + WFH

We are at an exciting time in our the Discover.ai journey and part of our success has been built on the way we work with clients and develop our relationships. As we grow further, we are looking for an Associate Director to continue to enhance our approach for our NeedDriver Mapping offer to current, prospective and new clients.

The Role

Overall to lead the development of our '*NeedDriver mapping'* offer, as to the *methodology and deliverables* **and** as to *positioning and messaging to potential clients* on the offer to achieve fast growth of this service area, high levels of client satisfaction, and a unique and differentiated offering.

NeedDriver Mapping is an innovative AI driven methodology that's changing the world of segmentation… needs-based segmentation without the survey. It's a completely new way of identifying, sizing and bringing to life a rich quant and qual map of future opportunity by using machine learning to cluster unstructured text from web-based sources.

 Specifically this will entail

-   Working independently on the delivery of NDM projects end to end and working with the strategists to support them / guide them on the delivery of their NDM projects end to end

-   Working collaboratively with strategy teams to understand and develop how NDM fits in our overall portfolio of client facing full service offers and how to raise awareness amongst our current clients

-   Developing / refining the latest best practice approach to fulfilling a NDM project end to end for a client inc as needed developing / refining the template for deliverables for a NDM project (working also with our designer) as/when needed

-   Identifying opportunities to best extract values from the discover.ai platform to support and enable new methodology / end deliverables and working with the platform and product development team on this aspect

-   Developing (collaboratively with leadership and biz dev and client dev teams) an approach to positioning, pricing and selling in the NDM offer to clients - current and prospective and new

-   Spearheading across our business a joined-up understanding and embracing of more quanti meets quali approaches and ways of thinking so as to continue to refreshingly imbue other work (as relevant) outside of NDM with quant style rigour / depth

ABOUT US
discover.ai is an agile, fast paced and constantly evolving insight start-up using a mixture of machine learning tech and human analytical and creative skills to get to new thinking and ideas.

Our diverse team spans a wide range of experience and backgrounds but with a shared interest in finding creative ways to reach insights for our clients and to stay at the forefront of a changing industry. Although we're a tech company our core values are very 'human' – all about being sharp, playful, warm and imperfect and we've worked hard to create a strong feeling of community, both online and in person.

Flexible working is a core value for us and our structure allows individuals to work either from home or from our co-working space in London, across the hours to meet personal and family needs. Within loosely anchored core working hours, we encourage people who work for us to find the best working structure to enable them to hit deadlines and fulfil their role.

We are committed to diverse hiring practices and fostering an inclusive workplace.
To apply, please send your application to careers@discover.ai with your CV and some background info about yourself or a short video telling us why this role is of interest to you.

Please note that we can only consider candidates who have the right to live and work in the UK

NO AGENCIES