



## Ipsos is looking for a Survey Method Expert for European Research Methods Centre

### ? Who is Ipsos and what is Ipsos KnowledgePanel?

At Ipsos, we are proud to call ourselves the home of researchers! Because we are one of the world's largest market research companies with more than 18,000 employees and can be found in not less than 90 countries.

One of the services we offer to international and national clients is KnowledgePanel®, Ipsos' probability-based online panel offer that provides a premium and reliable source of nationally representative data at speed. It delivers quality, scale and efficiency for organisations and businesses seeking robust insight on public opinion, attitudes, and behaviour. KnowledgePanel® started in the USA in 1999 and is the oldest and largest probability-based online panel. The UK launched KnowledgePanel® in 2020 and we are now launching KnowledgePanel® across Europe.

### Which team?

To ensure KnowledgePanel is the best in class we have established and EU Research Methods Centre. This team serves as lead in the design of KnowledgePanel Europe and will be responsible for working on both individual studies as well as developing and enhancing and ensuring Ipsos' KnowledgePanel quality standards. R&D will be a core component, as well as leading research-on-research in the areas of data integration, sample blending and calibration, weighting, variance estimation, imputation, panel methods, and longitudinal designs. The team members will present findings at professional conferences, publish research in peer-reviewed journals and establish academic partnerships.

This EU Research Methods centre is connected to our European Public Affairs team, a strategic unit in Ipsos with our core team located in Leuven, Belgium dedicated to growing the business of Ipsos in International and European Public Affairs.

# Are you up to a hands-on job in Research?

## ★ What will you be doing?

The Survey Method Expert will serve as statistical lead in the design of KP Europe and administration of sample surveys and will be responsible for working on both individual studies as well as developing and enhancing and ensuring Ipsos' KP quality standards. This position serves as an internal and external consultant on the design and implementation of KP and provides an excellent opportunity for a talented and imaginative researcher to play a leading scientific role in the deployment and expansion of Ipsos's research assets. The role will primarily focus on the establishment of Ipsos's KnowledgePanel Europe, which is probability-based.

### Key Responsibilities

- Support project teams in translating client research needs into efficient yet high quality study designs via developing sampling and weighting plans, writing proposals, and direct consultation with internal and external clients.
- Generating weights and other adjustments, performing imputation, overseeing quality control procedures, and leading or advising on advanced analytics for existing projects.
- Help identify and investigate statistical, methodological, and procedural enhancements for the design and maintenance of the KnowledgePanel, as well as cutting-edge techniques for enhancing the validity of data collected via the KnowledgePanel.
- Support and lead efforts to advance data integration and sample blending methodologies.
- Lead and co-lead special research initiatives on emerging topics in sampling and panel research, such as: effective methods for supplementing KnowledgePanel with alternative sample sources, use of machine learning procedures in survey research, bias reduction in nonprobability/opt-in samples, data cleaning and editing, representativeness and data validity, and data privacy.

## ★ What would we like you to bring?

The Ideal Candidate has the following Skills, Experience, and Attributes

- Advanced degree in survey sampling, statistics, or a directly related field; at least 5 years of experience in an applied research setting and Ph.D. with a focus on statistical sampling theory and survey methods preferred.
- Hands-on experience with statistics for sampling (address-based sampling, panel methods, online samples, area probability sampling, and telephone sampling using RDD samples).
- Able to provide statistical advice and written justification for sample design and familiarity with commonly referenced data and sampling sources across Europe.
- Experience with different ways of addressing attrition and non-response bias in panel data analysis and their impact on the interpretation of findings is a plus. Familiarity with commonly references data on strategies to improve representativeness.
- Demonstrated ability in the design and execution of high-quality quantitative research, statistical weighting of survey data, variance estimation, and have a working knowledge of multivariate statistical analysis.
- Hands-on experience working with public data like health, public opinion, demographic, geospatial, and/or social media data. Experience with multiple data collection modes and knowledge of best practices of measurement and analyses.
- Highly skilled with R, SAS, Python, or SPSS.

- Ability to convey complex and technical topics to non-academic and/or non-technical audiences, both verbally and in written form.
- Highly motivated, proactive, self-directed, and comfortable working within tight and shifting deadlines.
- Team-player with keen interest in collaborating with local markets
- Strong organizational skills, and the ability to manage multiple projects simultaneously, while maintaining a strong client service orientation.
- Unflinching attention to detail and commitment to the accuracy and completeness of information, quality of results, and robustness of findings.
- Strong internal and external client presence; approachable colleague with well-developed interpersonal skills.
- Flexible and comprehensive thinker, with enthusiasm for learning and innovation.



## Why is IPSOS a great place to work?

At Ipsos, we are intellectually curious and passionate researchers who set ourselves high standards and aim to work collaboratively to service our clients most effectively. As a company and as a team we are committed to equality, treating people fairly, promoting a positive and inclusive working environment and ensuring we have diversity of people and views. We recognise that this is important for our business success - a more diverse workforce will enable us to better reflect and understand the world we research and ultimately deliver better research and insight to our clients.

## We offer

- A competitive package with benefits and a commitment to personal development where your efforts and achievements are recognized and rewarded
- A creative, busy, open and supportive working environment. Teleworking for several days a week is part of our culture so the location of Leuven as HQ should not be an issue!
- The opportunity to get involved with innovative techniques in addition to more traditional research methods
- A real team-being spirit: Social, Human and Business-related activities with a strong focus on well-being!



## CONTACT US!

Send your cv and motivation letter with reference 'Survey Method Expert' to [valerie.deridder@ipsos.com](mailto:valerie.deridder@ipsos.com)