



# Ipsos is looking for a Survey Data Specialist 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 an 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, 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 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?

As Survey Data Specialist, you will provide data management and analysis support for the EU Research Methods Centre, both on individual studies as well as contributing to ensuring Ipsos' KP quality standards. This position serves as an internal and external consultant on the analysis 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' research assets. The role will primarily focus on the establishment of Ipsos's KnowledgePanel Europe, which is probability-based.

### Key Responsibilities

- Plan, document and conduct statistical analyses on data generated by complex survey designs and experimental designs implemented on the KnowledgePanel
- Generating weights and other adjustments
- Perform literature reviews and other research to understand current approaches and implement new approaches to data management, weighting and analysis

- Lead and co-lead research initiatives on emerging topics in sampling and panel research, such as: bias reduction in nonprobability/opt-in samples, data cleaning and editing, representativeness and data validity
- Help identify and investigate statistical and methodological 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.

## What would we like you to bring?

- Completed Master's degree program in Survey Research/Methods, Statistics, Social sciences
- A background in quantitative survey methods and sampling techniques
- At least 3 years of applied and demonstrable experience in survey data management or analysis
- Highly skilled with R, SAS, Python, or SPSS
- Clear written and verbal communication skills, and an excellent command of the English language
- Highly motivated, proactive, self-directed, and comfortable working within tight and shifting deadlines.
- Unflinching attention to detail and commitment to the accuracy and completeness of information, quality of results, and robustness of findings.
- 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 Methods Expert' to [Christine.tresignie@ipsos.com](mailto:Christine.tresignie@ipsos.com) and [Femke.dekeulenaer@ipsos.com](mailto:Femke.dekeulenaer@ipsos.com)