



Role	Researcher
Type	Permanent
Recruiting Manager	Alex Horstmann, Head of Customer Experience (GM & F&F)
Location	Welwyn Garden City
Level	WL2

Do you sit in public places watching people and what they are doing? Are you curious to your core about what drives human behaviour? Do you believe that research should be the foundation of all design? Then this is the role for you!

We are looking for an experienced researcher to join our 27 strong multi-disciplinary team (UX, Design, Code), and give us the deep insight into our customers that will help us to create exceptional digital experience.

Research is a way of life for you:

- longitudinal and ethnographic are two of your favourite words,
- while qualitative is the most fun, you understand that quantitative helps to get stuff done,
- you know the difference and value of both formative and summative testing,
- you are passionate that the more sources of insight there are, the better.

We're looking for someone with an intellectual itch, so you'll need to know:

- how to balance formal and informal research methods,
- what tools and techniques to use at what time,
- that your role doesn't stop with the research - it is about being the voice of our customers,
- that your role is also to look at new and better ways of doing things.

Research beyond the academic:

- you understand the theory behind what you do, but you understand more the need to be an exceptional practitioner,
- you understand that this is a commercial environment, and what you do needs to be for the benefit of our customers and the business,

As part of your role, you'll be:

- leading all qualitative, ethnographic and longitudinal research,
 - and not stopping there - but pushing more techniques,
- working with the analyst team to quantify your qualitative findings,
- working with the EAs, Designers and coders to understand what your research has found,
- communicating your findings around the business.

Skills, Experience & Qualifications:

- 5+ years experience conducting research and generating meaningful insight.

The Customer Experience Team (GM & F&F)

We are a 27-strong multi disciplinary team covering Research, Service Design, UX, Design and front-end development. We believe that through what we do we can craft beautiful experiences that make our customers' lives better. We are passionate about doing the best job possible, and we are committed to having fun doing it!

We embrace new challenges and solve problems; we believe in looking backwards only to help us take the right path forwards.

We question, critique and grow; we share, discuss and learn; we are creative and we wonder...

The Tesco Online Team

Leading our digital businesses, (Grocery Home Shopping, Tesco direct, F&F and Wine by the Case), the online channel team's role is to grow the businesses and develop a seamless online experience aligned with the overall Tesco brand.

Accountable for the strategy, development, sales and P&L of these digital businesses, the Online team has several functions within it – strategy & proposition, programme management, data science, international, product management, user experience, analytics, trade planning, content and customer experience to name a few.

The team will work across Tesco but particularly closely with customer fulfilment, digital product, technology, retail, customer and commercial teams.