

## TRENDSACTIVE

# Trendconsultant (0,8 - 1 fte)

Effective March 1, 2021, we are looking for an enthusiastic and experienced trend consultant to join our team.

### TrendsActive

TrendsActive is a trend consultancy bureau. For 18 years we have been advising our clients on how to use insights into human behavior to develop relevant brands, products, services and communication. We do this by deriving insights from social sciences and turning them into actionable strategies.

### Clients

TrendsActive works for a mix of international and national brands such as: Disney, RTL, Nationale Nederlanden, Swiss Life, Proximus, Vodafone, Vattenfall, Liander, Hugo Boss, Rabobank and many more.

### What will you do?

As a trend consultant you will work on client projects and the further development of our trends.

Within the client projects you are mainly involved in the trend analyses and the implementation of these into client reports. You will search for supporting cases, help to devise strategies, and design and present interactive sessions with clients.

For the further development of the trends, you conduct secondary research that can enrich our trend insights and you examine whether our trends are still adequate. You keep an eye on research sources and process input from the team to ensure that our knowledge is up to date.

Furthermore, you will help us define our position as a trend consultant. You will support our marketing by, for example, giving lectures and publishing/writing (blogs, articles) about our trends.

### The Team

TrendsActive consists of a small team of specialists from different backgrounds. This allows us to complement each other well. In addition, we regularly work with an extensive network of professionals domestically and abroad.

### You are...

- Fascinated by the relationship between people, brands, marketing, insights and trends. A true customer and brand evangelist and already working for a few years in the field of marketing, trends/ insights or branding. As a consultant or on the client side.
- Great at speaking and writing and you know how to transform your thoughts into clear and inspiring content;
- Analytical and creatively associative: you are strong in converting abstract theory into practical insights;
- Preferably familiar with trends and trend models;
- Familiar with the possibilities of social media and you have affinity with design;
- Fluent in English (both verbally and in writing), and preferably also Dutch or German (not required);
- Interested, open-minded and inquisitive with an eye for detail;
- A hard worker who is willing to follow directions when needed but can also be self-directed and independent;
- HBO or university education.

### What we offer

A wonderful opportunity to join a company that is leading in its field, bursting with ambition and offering plenty of space to its people. The chance to support meaningful projects for amazing customers with your knowledge, insight and energy. Your salary is in line with the market and depends on age and experience. The job is technically for at least 4 days a week, but we offer room for part-time work and working from home. We are located in a very spacious, monumental building in the center of Utrecht and are reasonably flexible in terms of working hours. We want everyone to be able to do their thing and will work with you to find a healthy work-life balance.

*Send your letter of application and resume before March 1 to [michiel@trendsactive.com](mailto:michiel@trendsactive.com). For more information please call or visit [www.trendsactive.com](http://www.trendsactive.com).*

