



**Do you have a passion for food  
& drink? Ever wonder what  
makes a brand successful?**

Join the leading food & drink consultancy for  
out-of-home leisure

**Careers** at CGA



# JOIN CGA

The leading food and drink consultancy for out-of-home leisure, based in Greater Manchester

Do you have a passion for food and drink? Ever wonder what drives consumer drinking habits when they go out to pubs, bars and restaurants? Join our team and you'll be working with global brands across the hospitality industry.

Do you have a passion for data, solving complex problems and have a natural curiosity to get to the insight behind the data? CGA holds the largest data set of On Premise data globally. Working alongside talented and supportive teams, you will be able to shape strategies and drive change for our clients.

## About CGA

At CGA, we work with the world's most renowned drink manufacturers and restaurant operators to help iconic brands benchmark and understand the drivers of their sales performance. As the definitive source of market measurement and consumer insights globally (think bars, restaurants, nightclubs, stadiums, festivals and more) we inform a multitude of strategies to support our clients' growth.

CGA's reputation is built on meeting fast-changing client demands. We work tirelessly to secure, load, code and combine and analyse sales data to provide the best market intelligence in the eating and drinking out industry. We have some pretty exciting global expansion plans over the next five years and we are looking for great talent to join the team and really make a difference.





## To succeed at CGA, you must be:

- **BOLD:** Brave with an opinion
- **INNOVATIVE:** Fresh and creative
- **TRUSTWORTHY:** Dependable and credible
- **EXPERT:** Knowledgeable and geeky
- **SPIRITED:** Passionate and obsessive

Do you have **BITES**? Come join the CGA family!

# The Vacancy:

## Graduate Consumer Research Executive

We are looking for candidates who are ambitious, want to make a difference, have fun and build fantastic careers. As a graduate consumer research executive you will be working closely with a supportive and knowledgeable team and play a crucial role in the implementation and analysis of consumer research solutions to a portfolio of world-renowned food and drink clients.

### Responsibilities

- + You will play a crucial role in the delivery of market insight, information and solutions to a portfolio of world leading food and drinks clients
- + You will have the opportunity to hone your skills in both qualitative and quantitative research techniques and methodologies
- + Processing, manipulating and interpreting consumer data you will work on a range of projects to turn data into insight and this insight into sound recommendations for clients
- + This role is designed for graduates who are looking to progress and develop a career within consumer research

### Salary

- + £19,000 - £23,000 depending on experience
- + Potential bonus of £2,000 annually

### Requirements

- + 2.2 or higher at degree level with a strong analytical/thinking component (graduated and available to start immediately)
- + Deadline and quality driven with high personal standards - WOW with every delivery
- + Highly numerate with excellent communication and project management skills
- + Inquisitive and enjoys learning and a creative problem solver
- + Proactively owns the question and strive to be an expert in data science
- + Shows initiative, innovation and a strong desire to improve own self and business



**Meet Sun,**  
Senior Product Manager,  
Hospitality Operators and  
Food Team



I started my journey with CGA in April 2017, joining as a graduate supporting projects and deliverables for some of the biggest operators in hospitality. Working with a diverse range of data and reports has given me a rounded understanding of CGA's offerings and inspired me to enhance and innovate our products and solutions.

I love CGA's culture and its focus on people. I was able to shape my career path every step of the way and always felt supported by the team.



There's a wealth of data in CGA and I enjoy solving business problems using data and tech. It gives me a great sense of achievement seeing our work help shape clients' strategy and in turn enhancing consumers' experience in the out of home sector.

CGA is a fast-growing company and there's certainly plenty of opportunities and rewards for those who are bright, driven and passionate to make a positive difference.



# The Vacancy:

## Data Scientist

This is an exciting opportunity to develop your career in data science and become a creative data leader. Working in this role involves working and learning from other world-class Data scientists, Data Engineers and Programmers as well as collaborating closely with client facing teams – in a culture that celebrates the exchange of ideas and encourages innovation, as we look to put theory into practice to deliver insights to meet our clients' business needs.

### Responsibilities

- + Establish strong working relationships with the team and across the business to develop an in-depth understanding of business priorities and client needs
- + Develop a robust understanding of relevant CGA data sources, their provenance, quality and structure
- + Design, implement and validate new algorithms to create new products and services
- + Research cutting-edge methodologies and technology innovation
- + Create innovative solutions and maintain ongoing data exploratory analyses against internal and client-provided data to derive insights for custom projects, working closely with business stakeholders.
- + Conduct studies tests and use advanced data mining and modelling techniques to build solutions that optimize the quality and performance of the company's data.
- + Ensure the completeness and accuracy of the work and meet deadlines effectively.

### Requirements

- + Strong academic background, (PhD, MSc, BSc) in Computer Science, Natural Sciences, Mathematics, Statistics or another similar discipline
- + Passion for solving challenging problems with large data sets, taking initiative individually as well as in the production of collaborative work.
- + Sound understanding of a wide range of statistical techniques
- + Demonstrable knowledge of Machine Learning, AI, statistical modelling, natural language processing
- + Experience in programming is essential, preferably Python or R
- + Strong presentation skills, with the ability to tell a story with Data
- + A great team player, enjoys working as part of a multi-disciplined project team

### Salary

- + We offer a competitive salary, depending on experience, with a potential £1,000 annual bonus.

## Meet Daniel, Data Scientist, Development



### Why did you join CGA?

At the time I had recently finished an MSc in Maths, and was working in a job where those skills weren't being utilised in any meaningful way. The job (Production Analyst) came up, CGA are based in my hometown, and were looking for people with my skillset so it was an easy decision to apply. After joining, it was clear that the business was growing, and that opportunities for career growth were there for the taking, that was what made me confident I had found the right place.

### What you enjoy most about your role and responsibilities? What are the best things about working at CGA?

My journey with CGA over the past 3 years has spanned 3 distinct roles (Production, Development and Data Science) with different challenges and

responsibilities along the way. In my current role as a Data Scientist, I am focused on machine learning classification problems. My position allows me a lot of freedom to research solutions and tackle these problems, ultimately suggesting and implementing best solutions. The best thing about working for CGA is that if you are willing to take opportunities when they arise, then the only limit to your success is your drive and ambition.

### What makes you most excited about working at CGA?

As the business continues to expand, I'm excited to see where my role will take me, what new challenges we'll face, and how the work I'm doing will have a greater impact on the company's growth.



# The Vacancy:

## Data Production Analyst

As a Data Production Analyst, you will be taking individual ownership of a specific subject matter working collaboratively as a member of a great team with a highly supportive and outgoing culture. Your own personal development plan will allow you to learn quickly and provide you with opportunities for progression into a specialist role or leadership position.

### Responsibilities

- + As a Data Production Analyst, you will gain a detailed understanding of the full CGA product portfolio and how our class leading data helps clients uncover key insights to improve business performance.
- + Processing, manipulating and interpreting various data sources you will work as part of a team to maintain and optimise a wide range of databases, regular reports and bespoke data projects in order to deliver a first-class service to the broader business.
- + Working closely with experienced Senior Analysts you will rapidly develop your skills to ultimately play a crucial role in the delivery of outstanding market intelligence to our blue-chip customers.
- + This role is ideal for graduates who are comfortable working with large data sets, have an interest in statistical modelling and would relish the opportunity to be involved in the creation and maintenance of CGA's leading Market Measurement Service.

### Requirements

- + Degree qualified, ideally with some analytical or IT element - you must be graduated and available to start immediately)
- + Highly numerate and comfortable manipulating data
- + IT literate, ideally with Microsoft Access and Excel experience
- + Working knowledge of relational databases (desired but not essential)
- + Experience of extracting intelligence from large datasets and building reports.

### Salary

- + £19,000 - £23,000 depending on experience
- + Potential bonus of £2,000 annually





**Meet Shayne,**  
Data Analyst,  
Advanced Analytics



**Why did you join CGA?**

I wanted to find an employment position where analysis and statistics was the basis of my work, and not just a part of it. I joined CGA because the position is a professional application of skills that I enjoy, in an industry that I love.

**What you enjoy most about your role and responsibilities? What are the best things about working at CGA?**

The most enjoyable part of my role and responsibilities is the encouragement to be creative, to have and explore ideas, and to learn and develop. The best thing about working at CGA is the truly amazing environment

that the company has created. CGA is a very friendly company where enjoyment is actively encouraged, and it achieves this with extremely flexible and supportive employment terms and benefits.

**What makes you most excited about working at CGA?**

CGA has excellent career prospects and opportunities for those who pursue them. It also offers lots of support for those wanting to train for those opportunities and makes the required resources and time available to fully achieve career goals.



# The Vacancy:

## Graduate Client Manager

As a Graduate Client Manager, you will support our account management team in building and maintaining great relationships by delivering best-in-class market intelligence, information and insight to our clients. You will have the opportunity to take on significant responsibilities related to analysing CGA data to help the world's biggest out-of-home brands identify key market trends and uncover great insights that inform our clients' decision making. You will have the opportunity to interact with clients across drinks, food service, restaurants, and pubs in the UK and U.S.

### Responsibilities

- + Database management, report production, data extraction and interpretation
- + Market trending and analysis reports delivered to clients as presentations
- + Establishing and maintaining strong relationships with clients
- + First-line client support for any database, reporting or answers queries

### Salary

- + £19,000 - £23,000 depending on experience
- + Potential bonus of £2,000 annually

### Requirements

- + 2.2 or higher at degree level with a strong analytical/thinking component (graduated and available to start immediately)
- + Deadline and quality driven with high personal standards - WOW with every delivery
- + Values people, cares for the team and considers the needs of all
- + Inquisitive, shows initiative, enjoys learning and has a strong desire to improve
- + Excellent communication skills and customer service focus



## Meet Tia, Client Manager, Drinks Team



I joined CGA in 2020 for numerous reasons, from everything the company stands for, to the opportunities available, to learning more about data and strategy.

Having been here for 16 months, I love the variety within my role, how no two days are the same, one day you could be doing a simple data request and the next helping a supplier come up with a strategy to better a brand. Having been promoted shortly after being here a year, I love the opportunity that CGA represents.

Everyone is so welcoming, and even now, a year in and that support and guidance is still there from the whole drinks team. The values of CGA speak true to everything they do and stand for, it is safe to



say that I am definitely passionate and obsessive regarding all things CGA!

Knowing that I'll be learning something new everyday and that I'm working with some of the best people is really exciting, being able to progress and develop further. Whether that be on the same account or team or even transferring to another part of the business and learning something completely new.

One piece of advice I would offer new starters joining the CGA team would be just get stuck in and don't be afraid to ask questions - I still do it now and will most definitely continue to do so!



# The Vacancy:

## Graduate Data & Insight Analyst

As a Graduate Data & Insight Analyst, you will have the opportunity to be part of a great team and supportive culture where our personal development programs allow the possibility to learn quickly and progress into client facing roles, management & leadership positions.

### Responsibilities

- + This role is integral to the daily management of our analytics deliveries, ensuring our services are continually delivered to a high standard.
- + Responsible for delivering tracking and diagnostic analytics & insight to the world's biggest drinks companies, the Analyst ensures that all deliverables are met.
- + Always aiming to uncover great insights that inform our clients' decision making, the client analyst identifies the key brand and market trends through innovation & thorough interrogation and manipulation of CGA data sources
- + The role includes processing, manipulating & interrogating all CGA data sources to deliver best in class market intelligence, information & insight to our clients.
- + The Graduate Data & Insight Analyst supports the Client teams in building & maintaining great client relationships by providing subject matter expertise to support commercial activity.
- + There are currently roles in the Americas & Hospitality Operators teams allowing opportunities for graduates who are looking to progress into client analytics with a passion for delivering high quality, actionable data driven insights to help clients succeed in their business goals.

### Requirements

- + Educated to degree level or equivalent with strong analytical/thinking component (graduated and available to start immediately)
- + Intelligent and highly motivated individual.
- + Positive, passionate, and conscientious worker who takes pride in their work.
- + Excellent communication and relationship building skills
- + Great organisation and time management.
- + Problem solver and detail focused with strong completer/finisher traits.
- + Ability to interpret data and present information numerically and in written form.
- + Ability to work autonomously and be a strong team player.

### Salary

- + £19,000 - £23,000 depending on experience
- + Potential bonus of £2,000 annually

## Meet Siobhan, Senior Analytics Client Manager



### Why did you join CGA?

I heard about CGA through a graduate jobs fair at my university and in speaking to some of the members of the team and listening to them talk about the amazing work and opportunities available, and seeing how passionate they were, I could really feel a sense of belonging.

### What do you enjoy the most about your role and responsibilities?

Each day is different - there are so many ways to utilise all the data we have and being at the forefront of investigating the data to understand what we are able to do with it and actually creating actionable, data-led insights and products for our clients.

### What are the best things about working at CGA?

The people, everyone at CGA is absolutely lovely and it really gives a feeling of belonging. Being part of the hospitality industry is great as well, who doesn't love a drink?

### What excites you about working at CGA?

The opportunities, there is so much out there

that it really is just about voicing what you are passionate about. Not knowing where it might take me - with expansion and new needs and challenges there is no defined path in terms of the job role, it is very much something that I can make my own and the business is more than willing to flex and ensure my own personal goals are met and my talents best applied.

### What excites you most about your future at CGA?

With the business expanding into so many new regions I am really looking forwards to recreating some of the analytics services we have available in the US across these new regions and understanding how the data compares.

### One piece of advice for new starters joining the CGA team?

Don't hold back - while it is always scary asking questions in a new environment, making sure you fully understand something helps both yourself and other members of your team look at things in a different light, so don't be scared to challenge what people are saying or ask questions even if you think it might be silly



# The Vacancy:

## Senior Consumer Research Manager

The Senior Consumer Research Manager role involves working on a range of projects across multiple countries and territories, working with senior directors to deliver new strategic initiatives and lead on projects for a range of food and drink clients, while leading a team of more junior research executives. You will have a range of experience with different research techniques and will be able to develop a project through from inception and briefing stage to insight delivery, working with the consumer research team and clients.

### Responsibilities

- + Lead on designing primarily quantitative along with qualitative research studies that deliver market insights and actionable solutions for clients in the UK and across the globe.
- + You will have outstanding research skills as a given, and have a strong knowledge of research techniques, along with an innovative and astute commercial mind.
- + Designing, supporting and leading consumer research projects through the full cycle from cradle to grave.
- + Leading teams to scope out potential new, commercially focused research studies, actively participating in pitches scoping and designing, analysing and finding final insight delivery for custom client research studies.
- + Working collaboratively, communicating with clarity and thinking commercially to build syndicated studies and research techniques that deliver true value across our portfolio of clients.
- + Demonstrating great leadership skills, you will also be responsible for managing and mentoring in the team. Supporting and motivating them to not only achieve the team and business objectives, but their own personal development goals.

### Requirements

- + An accomplished and confident researcher, with research agency experience broad range of quantitative and qualitative methodologies.
- + Experienced at managing research projects and delivering client briefs from cradle to grave i.e., design and proposal writing to delivery of actionable insights
- + Experience of delivering high quality research proposals for clients which deliver actionable answers to their business questions.
- + Exceptional written and verbal communicator with strong presentation skills, looking to collaborate with internal teams.
- + Passionate about and talent for finding the real story behind the data and research, and able to see the value for clients
- + Creative and self-motivated – able to create new solutions whilst also following agreed best practices

### Salary

- + We offer a competitive salary, depending on experience

## Meet Matthew, Regional Director, North America



### **Why did you join CGA?**

I had just finished university and wasn't 100% sure what I wanted to do career wise. I was applying for all sorts after graduating and then found the CGA job ad. Being paid to talk about one of the things I love the most (going out, drinking etc.) seemed like a good idea to me, so I put my name forward and after a couple of interviews, got the job!

### **What do you enjoy the most about your role and responsibilities?**

My roles and responsibilities have constantly evolved in the 12 years I have been with the company. One thing that CGA does well, is playing to people's strengths. I had a go at the analytic side of things but found that selling and presenting our insights is something I was much better suited to and this is something I have been allowed to excel and develop in over the years. I enjoy talking to our clients and really digging into finding out which one of our solutions will help them. No one conversation is ever the same!

### **What are the best things about working at CGA?**

At the risk of sounding cheesy, it's fair to say that working for CGA has changed my life. It was my first 'proper' job outside of university and within 5 years of working for the company I moved to Chicago to help launch and subsequently run our American business. The best thing about CGA is exactly things like this. The business is growing at an incredible rate and the fact that 'homegrown'

talent is valued so heavily really appealed to me – and still does.

### **What excites you about working at CGA?**

There is constant development and change within the company. The exciting part is that CGA is not a company that stands still. I love the fact that we set our selves stretch targets and then put together great teams to hit those targets. We try to put the client first and add value always. This is an exciting way of working as it can open up many doors and avenues for development.

### **What excites you most about your future at CGA?**

The most exciting thing about CGA, particularly within the Americas team, is I feel like we are only just getting started. We have had services in market for just five years and we have already beaten off our competition and become indispensable to our client base. With plans for significant product development in place, I am really excited to see just how far we can take this!

### **One piece of advice for new starters joining the CGA team?**

Ask questions! CGA has a very good hiring policy meaning that nice people work here. There is a lot of experience in the company and everyone wants to help. Try and keep your mind and ears as open as possible and things will start to click very quickly.





# A day in the life:

Meet Charlie, Research & Insights Director



I joined CGA having left university with a degree in Maths and Spanish and loving the idea of investigating data to tell stories about another one of my passions, pubs, bars and restaurants. It was a match made in heaven and from the moment I started, I knew it was the perfect career for me and eight years on, I still love the job as much as I did on day one.

I love seeing the people in our team develop and being able to support them in building skills which provide the foundation for a successful career in our industry. Aside from that, turning data into insights, delivering these to clients and then watching the insights impact the global On Premise is something that gives me a huge amount of pride.

When I'm asked what the best things about working at CGA are, for me I'd say the industry and the people – who doesn't want to learn about eating and drinking out and then do research on it and work with people who share the same passion for what we can achieve!

One of the things that excites me most about

working at CGA is our ambition. We are an ambitious company with inspiring plans and this provides me with the challenges that motivate me.

I also really value how my role, or the role of anybody in my team could be transformed within a year. Because we work with so many different clients across the globe, and have so many different solutions, there is always the opportunity to forge your own path. My current role did not exist a year ago, but we have facilitated a role that allows me to do what I am best at and support the business. Looking into the future, and with our global ambitions, the same is likely to be true of anybody that I work with.

Once piece of advice I would share with new starters would be to enjoy the industry. It sounds too good to be true, but going out to eat and drink out genuinely helps in the understanding of the On Premise that is crucial for CGA to succeed. If you can do that and bring what you have found back into your day-to-day job, you will be in a good position already.





# Benefits & Perks

- + Flexible core hours
- + Generous holiday entitlement
- + Holiday buy-back scheme
- + Casual dress code
- + Opportunities to travel
- + Fantastic Christmas and summer parties
- + CGA Social Club running events like charity runs, bingo and bowling
- + NEST pension scheme
- + Enhanced maternity, adoption and shared parental leave policy
- + Employee benefit portal offering savings on high street stores and well-being packages
- + BITES Awards - a peer to peer award celebrating our values

**NEST pension scheme, discount cards and gift vouchers towards shopping, groceries, movies, and more!**



# FAQs

## How do I apply?

Our current vacancies can be found on our careers section of the website – simply apply via our ATS from there. Alternatively if you'd love to begin a career with CGA but can't see the opportunity you are looking for, please email [careers@cgastrategy.com](mailto:careers@cgastrategy.com)

## What will happen after I've applied?

Once you apply, your CV will be shared with the relevant hiring managers. If your application is successful, a member of our staff will contact you to discuss your application.

## Where can I see the latest CGA job openings?

Visit [www.cgastrategy.com/cga-careers](http://www.cgastrategy.com/cga-careers) for our latest openings.

## What is the typical recruiting process and timeline?

The interview and recruitment process typically takes 2–4 weeks, and start date is dependent on the applicant's notice period.

- Step 1:** Telescreen with a knowledgeable senior member of staff
- Step 2:** Interview, usually there are two rounds and you may meet with more than one hiring manager
- Step 3:** Second interview
- Step 4:** Congratulations! You've successfully passed and we've verbally offered you the position.
- Step 5:** Formal offer sent, with start date and salary details.

## Where are your offices?

We are housed within the famous Strawberry Studios (where The Smiths and 10cc recorded). The address is: CGA, Strawberry Studios, 1 Watson Square, Stockport SK1 3AZ. We are a ten-minute walk from Stockport train station.

## I can't make my interview, what should I do?

Please make every effort to make your interview. However, if you can't make it, please let us know as soon as you can by calling the recruiting manager and notifying them by email.

## What are the company working hours?

You are expected to work a minimum of 37.5 hours per week. We offer flexibility in when and where you work with our fantastic core hours scheme and the option to work some days from home.

## What is your company dress code?

Smart casual for the office, smart attire for client meetings.

## What training do you provide?

As part of your onboarding, you will take part in a three-week induction and training program to ensure you fully understand your job role and responsibilities. We also offer regular knowledge shares and training, and offer specialised training based on your role.

## What holidays do you offer?

Our holiday allowance is for 20 days, taken anytime throughout the year. Our offices close formally around Christmas and New Year which will account for five days of your total holiday entitlement. All UK-based employees have UK bank holidays off.

Following five years' service, you will benefit from an additional two days holiday. We also offer a holiday buy-back scheme to all employees, for example: full-time employees can buy up to an additional five days' holiday per annum.

## What pension do you offer?

CGA offers a NEST pension:

### Currently

Minimum contribution: 8%  
Of this, CGA will contribute 3% and the employee will contribute 5%

## Where can I learn more about CGA?

CGA

Office Address: Strawberry Studios,

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Empowering the growth of the most successful food,  
drink and hospitality brands for over 30 years