



Junior Anthropologist / Human Insights Researcher

About Demographica

Demographica is a business-to-business marketing agency specialising in understanding people, behaviour, culture, and decision-making. Our work spans anthropology, qualitative and quantitative research, behavioural insight, customer experience, employee experience, sales enablement, and strategic communications.

We work across a range of industries including financial services, B2B, retail, healthcare, technology, industrial sectors, and consumer markets — helping organisations better understand the humans behind the data.

We are looking for a Junior Anthropologist / Human Insights Researcher to join our specialist research team. This role is best suited to someone who is deeply curious about people, highly observant, analytically strong, emotionally intelligent, and excited by both fieldwork and strategic thinking.

Role Overview

The Junior Anthropologist will support and lead research across qualitative and quantitative projects, with a strong emphasis on qualitative and ethnographic work.

The role involves designing research approaches, conducting interviews and fieldwork, moderating discussions, analysing findings, identifying patterns and human truths, and translating these into clear, compelling business insights and reports.

The successful candidate should be comfortable moving between deeply human conversations and commercially minded thinking — particularly within B2B and complex business environments.

Key Responsibilities

- Design and support qualitative and quantitative research studies
- Conduct ethnographic fieldwork, in-depth interviews, observation, and contextual immersions
- Moderate interviews and conversations with empathy, confidence, and professionalism
- Assist in survey design, quantitative analysis, and interpretation of broader patterns and trends
- Analyse research findings using thematic and strategic analysis approaches
- Translate research into presentations, reports, frameworks, and insight-led recommendations

- Work across both B2C and B2B research environments
 - Engage confidently with professionals, business stakeholders, and decision-makers
 - Manage project timelines, fieldwork schedules, recruitment coordination, and deliverables
 - Support senior team members across strategy, insight development, and client-facing work
 - Travel to participants, research sites, branches, businesses, and fieldwork locations when required
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Requirements

Experience & Skills

- 3–4 years of experience in qualitative research, anthropology, sociology, behavioural research, or human insights
- Strong specialist grounding in qualitative methodologies and human-centred research
- Demonstrated experience conducting interviews, moderating discussions, fieldwork, or ethnographic research
- Working knowledge of quantitative research, including survey design, interpretation, and analysis
- Ability to independently design, run, analyse, and report back on both qualitative and quantitative studies (with a stronger focus on qualitative work)
- Strong writing, storytelling, and presentation skills
- Excellent organisational skills and ability to manage timelines across multiple projects
- High attention to detail while still being able to identify broader human and business patterns
- Confidence working with ambiguity, complexity, and nuanced human behaviour

Education

Degree or postgraduate qualification in one or more of the following:

- Anthropology
- Sociology
- Psychology
- Organisational Psychology
- Behavioural Sciences
- Related Humanities or Social Science disciplines

Additional Requirements

- Must have a valid driver's license
 - Must have access to a reliable vehicle
 - Must be willing and comfortable travelling extensively for fieldwork and participant visits
 - Must be comfortable working in varied environments and speaking to diverse participant groups
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What We're Looking For

Beyond technical research skills, we are looking for someone with strong human instincts. The ideal candidate should:

- Have a natural ability to make people feel comfortable and psychologically safe
- Be charismatic, emotionally intelligent, warm, and highly observant
- Know how to get people to open up in authentic and meaningful ways
- Have strong listening skills and the ability to pick up on nuance, contradiction, emotion, and context
- Be intellectually curious about people, systems, culture, identity, and behaviour
- Have a basic understanding of economics, finance, and business environments in order to hold meaningful B2B conversations with professionals, executives, and business owners
- Be comfortable balancing empathy with strategic and commercial thinking

Preference will be given to candidates who have previously worked with Demographica or who are already familiar with our methodologies, approach, and style of insight work.

Why Join Demographica?

This role offers the opportunity to work on meaningful, human-centred projects across South Africa and beyond. You will be exposed to a wide range of industries, methodologies, and strategic challenges while working alongside a highly collaborative and intellectually curious team.

If you are passionate about people, culture, behaviour, and translating human complexity into actionable insight, we would love to hear from you.