

Job Title: Research and Insights Manager

Location: EuropeActive Headquarters Brussels

Contract: Full-time, Permanent

Starting Date: September/October 2026

About EuropeActive

EuropeActive is the leading not-for-profit organisation representing Europe's health, fitness and physical activity sector. Through our network, the sector serves more than 75 million consumers across over 67,000 facilities and generates more than €39 billion annually.

Our mission is to get **More People, More Active, More Often** by addressing physical inactivity and supporting a professional, innovative and sustainable sector.

EuropeActive delivers this mission through four connected pillars:

- **Advocacy:** representing the sector before EU institutions, the OECD, the WHO and civil society, and contributing to European sport, health and employment policy.
- **Standards & Education:** advancing professional standards through the European Fitness Sector Qualifications Framework, EREPS and FITcert®.
- **Research & Knowledge:** producing industry-leading research, including the annual European Health & Fitness Market Report, consumer insights and benchmark studies.
- **Events & Community:** bringing the sector together through flagship events, networking and knowledge exchange.

The Role

EuropeActive is looking for an experienced and ambitious Research and Insights Manager to lead the organisation's research agenda and strengthen its position as Europe's leading source of industry knowledge and market intelligence.

The role combines research, project management, stakeholder engagement and strategic insight. You will transform complex quantitative and qualitative information into practical recommendations supporting EuropeActive's advocacy, professional standards, programmes and member services.

The position extends beyond the annual European Health & Fitness Market Report and includes market intelligence, consumer and member insights, workforce development, policy support and innovation.

You will work across EuropeActive and with consultancies, research institutes, universities, national associations, European institutions and industry partners.

Key Responsibilities

Flagship Research and Market Intelligence

- Lead the annual European Health & Fitness Market Report from planning and partner coordination through to publication and launch.
- Manage relationships with Deloitte and other external research partners.
- Develop and deliver an annual research programme covering market and consumer trends, health and wellness, technology and innovation, investment and emerging business models.
- Conduct primary and secondary research, including surveys, interviews, desk research, data analysis and benchmarking studies.
- Identify new research opportunities that strengthen EuropeActive's knowledge and evidence base.

Standards, Workforce and Member Insights

- Lead research supporting EuropeActive's professional standards and workforce initiatives, including EREPS and FITcert®.
- Analyse workforce developments, skills needs, professional registration, certification trends and consumer confidence.
- Develop member research addressing satisfaction, emerging needs, business priorities and sector challenges.
- Produce practical recommendations supporting continuous improvement, member services and strategic planning.

Strategic Insight and Policy Support

- Produce market reports, policy papers, white papers, research briefings and editorial content.
- Translate complex findings into clear recommendations for leadership, members, policymakers and industry stakeholders.
- Support evidence-based advocacy, policy development and EU consultations.
- Present findings and recommendations to EuropeActive's leadership and external audiences.
- Identify future research priorities, partnerships and opportunities for innovation.

Partnerships and Project Management

- Work across policy, standards, membership, communications, events and business development.
- Build relationships with universities, research institutes, consultancies, national associations, European institutions, think tanks and data providers.
- Manage complex multi-country research projects, external partners, budgets and publication deadlines.
- Ensure research is delivered to high standards of quality, transparency and accuracy.

What You Bring

Essential

- A master's degree or equivalent in market research, social sciences, sport science, economics, public policy, business or a related field.
- At least three years' experience in a research-focused role within a consultancy, research agency, research centre, think tank or academic institution.
- Experience designing and delivering primary and secondary research.
- Strong quantitative and qualitative analytical skills.
- Experience managing large-scale or multi-country projects involving multiple stakeholders and fixed deadlines.
- Ability to translate complex findings into clear recommendations for technical and non-technical audiences.
- Strong written communication skills and experience producing high-quality reports and briefings.
- Confidence using research and statistical tools such as Excel, SPSS, R or similar.
- Strong project and stakeholder-management skills.
- Excellent written and spoken English.

You are analytical, collaborative and proactive, with the ability to take ownership of projects from planning through to publication. You communicate clearly, manage competing priorities and build strong relationships with colleagues, partners and senior stakeholders.

Desirable

- Experience in the fitness, health, wellness, sport or leisure sector.
- Experience working with a European or international membership organisation.
- Understanding of EU policy, advocacy, standards or qualifications frameworks.
- Experience working with external research or consultancy partners.
- Additional European languages.

How Success Will Be Measured

Success will include the timely and high-quality delivery of the European Health & Fitness Market Report; implementation of a relevant annual research programme; use of research across EuropeActive's advocacy, standards and member activities; strong stakeholder satisfaction; and growth in EuropeActive's research partnerships, visibility and credibility.

Benefits

- Hospitalisation insurance
- Group pension insurance
- Meal vouchers
- Public transport reimbursement or mobility budget
- 28 days of annual leave
- Professional development budget
- Mobile phone and laptop

How to Apply

Please submit:

- Your CV
- A one-page motivation letter outlining your relevant research experience and motivation
- Examples of research projects or initiatives you have successfully led
- Your current level of salary

Applicants must already have the right to work in Belgium.

Applications will be reviewed on a rolling basis, and early applications are encouraged. First-round interviews may begin during the week of 24 August 2026. Only shortlisted candidates will be contacted.

Application deadline: 30 August 2026