



# Relative Insight Candidate Pack

Become part of the Relative Insight team!

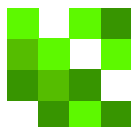


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# We're Relative Insight

A unique, ambitious and fast growing software business that was born into the most demanding language analysis environment possible – law enforcement.



We began as a 10-year research project - a unique collaboration between world leading academics within the fields of linguistics and cyber security, and UK law enforcement agencies. The goal was to expose online criminals masquerading as children and help keep kids safe.

Our technology is based on comparison - so if you take a group of 13-year olds talking online, you'll see that the language they use is very similar. If you compare that to how a 40-year old adult talks, you'll notice very specific but subtle differences.

So today, we apply the same methods of language comparison to uncover crucial and unexpected differences in the way people talk. This then helps brands and agencies inform new strategies to interact and communicate more effectively with their audiences.

# How can it be applied?

We use this technique with any audience or demographic you can imagine by comparing any language data from any source, *examples are...*

To check out some examples of the work we've done, visit;  
[www.relativeinsight.com/resources-blog](http://www.relativeinsight.com/resources-blog)



Social media content



Communication platforms



News articles & blogs



Email marketing & comms



Questionnaire & survey results



Job specs



Forums & review sites



Focus group transcripts



Chatbots



Phone interview transcripts

# The people at Relative Insight

We've built an incredible culture here at Relative  
- filled with curious brains, inspiring leaders,  
relationship builders and insight deliverers.



"The work at Relative Insight is equally rewarding as it is stimulating and there is a real emphasis on helping you as an individual to improve your skills!"

Josh Bailey, Data Scientist

**The goal has always been clear.** Bring people together to collaborate, learn, teach, improve and thrive to be the best versions of themselves and because of that, you'll find no shortage of opportunity to develop and be recognised.

**We're early on in our journey, but growing.** So in order to help break the wave we're always looking for problem solvers who will identify areas for improvement and think creatively to find solutions.

**Working for a startup like us always has its own set of challenges** but without new ideas we can't improve so we always encourage people to speak up.



"Relative Insight is an incredibly demanding, challenging and fun place to work. The culture is one where everyone counts and everyone works together toward one common goal. Everyone is supported and everyone is encouraged to be the very best person they can be."

Jessica Lewis, Marketing Director

# Our values at Relative Insight

Our core values support the Relative Insight vision and helps to shape our amazing culture. Every decision Relative Insight takes aligns with these values - they are part of our DNA.



## We are unique

Uniqueness is powerful, we love that we are all different and constantly learning from each other.



## We've got your back

We'll always be loyal to one another and to our customers, to the end.



## We are exceptional

We are driven to be exceptional and go above & beyond to get there.



## We are kind

We aren't just building a company; we're building a united team, that together will make a difference.

# Why us / Benefits

If after reading all of the above doesn't get you inspired, then here are a bunch of cool things we introduce to employees that join us.



All hires are automatically enrolled on to our **NEST** pension scheme



## Employee Assistance Programme (EAP)

We care about our team's well-being. No matter what life throws at you, our EAP is there to help, providing free, confidential expert guidance, counselling and more.



## Relative Insight Academy

We love learning. Our academy gives us an opportunity to stretch our knowledge and learn new skills. With a structured induction programme, you will learn everything you need to know - ensuring you get up to speed in your role as quickly as possible.



## Off-site days and socials

A summer party, a Christmas party and end of month parties! If there's an excuse, we'll have a get-together to celebrate successes and get to know each other better!

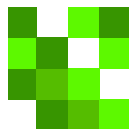


## Cycle to work scheme

A government tax exemption initiative, promoting healthier work journeys and reducing pollution. You loan the money from us to purchase cycles and safety equipment - we agree on a payment plan to pay back the loan amount minus tax!

# // At Relative, all ideas are welcome, no matter what your job title is...

David Koke, Audience Marketing Manager



## Promotion Plants

When you get promoted, we'll give you a sparkly new house plant to remind you of your success!



## Holidays

We want everyone to take time off and recharge regularly so encourage you to use up your full allowance of holiday each year.

**UK:** 24 holidays a year (excluding Bank/Public Holidays)



## Tech Scheme

If you're in need of personal tech, we'll loan you the money (up to a value) to purchase what you need and agree on a payment plan for you to pay back the owed amount.



## Get in touch with our talent team today:

**Lancaster:** +44 (0)1524 928 190

**London:** +44 (0)20 3794 5476



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