



Syndicated Research Associate

About the Company: TRU, a division of TNS Custom Research, is the world's premier youth researcher. TNS, which is a division of Kantar and WPP, is the world's largest custom-research company, with offices in more than 70 countries.

For more than 25 years, TRU has provided the insights that have helped many of the world's most successful companies and organizations develop meaningful connections with young people. TRU's work has led to the development of countless new products, groundbreaking marketing campaigns, and flourishing brands.

TRU has three business lines: Syndicated US, Syndicated Global, and Custom. The TRU US Insights Program, our flagship syndicated offering, covers teens and twenty-somethings.

Position-in-Brief: The centerpiece of the US Program is The TRU Study, the world's most comprehensive, authoritative study on youth. This position supports the development and execution of this twice-yearly study.

This position reports to a Senior Research Associate, who is responsible for the project management of The TRU Study.

Preferred qualifications:

- > Bachelor degree
- > Excellent organizational, communication, and interpersonal (i.e., team) skills.
- > Highly proactive, creative thinker, who's able to work in a fast-paced environment.
- > Proficient in Microsoft Office
- > Working knowledge of Adobe InDesign
- > Highly attentive to details
- > Excited to work in the field of marketing research
- > Overall interest in trends, teens, twenty-somethings, and pop culture
- > Responsible and responsive to clients and fellow staff
- > Interested in learning and growing
- > Attracted by deadlines to regularly meet or beat
- > Excited to develop new solutions in growing a key division, while also embracing those processes that have proven to work
- > Fun (willing to play in our annual company sports event, be part of our festive holiday party, and join a small family of highly passionate professionals)