



Job Description: TRU Custom-Research Associate

About the position: TRU Custom Research Associates, as part of TRU's Logistics Group, work in tandem with TRU project leaders (Custom-Research Vice-Presidents, Directors and Managers) to ensure successful conduct of TRU custom qualitative projects (focus groups, one-on-one interviews, and ethnographies). The Logistics Research Associate is immersed in all support phases of qualitative studies and enjoys vast exposure to TRU's client companies.

TRU seeks a professional with the following background and skills:

- > Bachelor's Degree in Marketing or a related field
- > Strong interpersonal skills
- > Self-starter who anticipates the next step in a project
- > Demonstrates strong project-management skills
- > Able to multitask in a dynamic and challenging environment
- > Acute attention to detail

Responsibilities:

- > Manage custom project coordination from start to finish, while communicating project progress to a larger team
- > Secure bids and manage costs from subcontractors (focus-group facilities)
- > Write screening questionnaires for recruiting respondents; prepare all survey materials
- > Monitor recruiting process; adjust as necessary
- > Arrange for all study logistics with focus-group facilities and clients (travel; food; travel; video-taping; etc.)
- > Approve billing from subcontractors and forward to Research Director or Manager for invoicing
- > Provide assistance during research, including: taking notes, handling on-site logistics, coordinating in-home research with clients and respondents, supporting analysis and report-writing

The ideal candidate likely would be described by professional peers and personal friends alike as:

- > insightful and naturally curious (a blog/social-networking addict who's up-to-speed on pop culture, hip to the latest celebrity dish, and hungry to discover The Next Big Thing in fashion, celebrity, lifestyle, and/or technology)
- > culturally engaged (knows the difference between Sean John and Sean Paul, between True Religion and *True Blood*, between J. Lo and J-Woww)
- > interested in teens and twenties (and can articulate the moods and motivations of these two lifestages, given help and data of course)
- > organized to a fault; a clear communicator
- > a solid writer
- > travel-positive (eager to travel for projects when the opportunity arises)
- > fun (willing to play in our company kickball or volleyball game, be part of our festive holiday party, and join a small family of highly passionate professionals)

Reporting Structure/Position Visibility/Travel:

- > This individual reports to a TRU Research Director (head of the Logistics Group)
- > Central, visible position in TRU's busy custom-research division
- > This position travels approximately 10-20% of the time