



Job Description: Research Director

About the Position: Roughly half of TRU's business consists of custom, ad-hoc research projects—qualitative and quantitative. Each custom project is under the direction of a Research Director or Vice President, responsible for serving as the primary interface with TRU clients and for organizing, motivating, and managing and motivating the custom research team.

This position requires someone who's equally comfortable playing the role of practitioner, manager, and account exec. It demands a charismatic, insightful, confidence-inspiring professional who will be credible with clients as a thought leader and research practitioner and capable of inspiring and guiding colleagues as the project lead.

Ideally, the candidate would have the following background and skills:

- > Eight years at a research firm, consultancy, client, or agency, with deep experience and expertise in qualitative research
- > Experienced moderator, having conducted many qualitative projects, employing both traditional and innovative methods
- > Skilled consultant, able to appropriately recommend research designs and solutions that best meet client objectives and able to synthesize findings, while offering deep insights and strategic implications to benefit client's business objectives
- > Extraordinary communicator; outstanding written and presentation skills; creative, and engaging with a youthful flair

Responsibilities:

- > Research design and proposal writing
- > Moderating
- > Presenting
- > Analysis/Report writing
- > Consulting and client management
- > Internal-team management



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

- > insightful (can uncover and articulate the greater meaning behind the addition of a bottle opener to a flip-flop sandal; can identify the differences between why teens buy and what inspires their parents to pay for things)
- > 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)
- > a solid writer (equally adept at crafting clear proposals and pithy emails)
- > a charismatic natural extrovert and motivated business-builder (who truly enjoys working with clients and colleagues alike)
- > hip, smart, and luminous (someone whose natural presence easily connotes youth and/or trend expert)
- > travel-positive (capable of starting the week in New York and ending it in Los Angeles, when necessary, not to mention the occasional foray across the pond and beyond)
- > 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 position reports directly to the Sr. Vice President of Custom Research (may also have one or two TRU Research Managers reporting to him/her)
- > High-profile position in a highly visible company
- > This position travels approximately 30-40% of the time