



Job Description: TRU Research Manager

About the Position: Roughly half of TRU's business consists of custom, ad-hoc research projects—qualitative and quantitative designs for a wide range of clients. Each custom project is under the direction of a Research Director or Vice President. Most projects, depending upon their scope, involve a high degree of collaboration from Research Managers and support staff at various levels.

TRU currently seeks an experienced professional with the following background and skills:

- > Minimum two years at supplier/consultancy, client, or agency side, with deep experience and expertise in qualitative research
- > Some exposure to moderating qualitative research; familiar with both traditional and innovative methods
- > Strong analytical skills: able to synthesize findings, offering insights and implications in addition to clear summaries
- > Strong written and in-person communication skills

Responsibilities:

- > Internal project management
- > Supporting senior TRU moderators and project leaders
- > Moderating
- > Analysis/Report writing
- > Client management

Professional Attributes Desired:

- > Strong professional and/or technical skills
- > Experience/expertise in the youth lifestage/ expertise
- > Category expertise (knowledge of a particular product or service category relevant to TRU's clients)

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 individual reports to a TRU Research Director or Vice President
- > Integral position in a highly visible company
- > This position travels approximately 30-40% of the time