

## Role: Senior Strategic Consultant

~ Join an award-winning company ~

~ A global research and insight consultancy with behavioural science at its core ~

### **About TBA**

The Behavioural Architects is an independent global insight, research and strategy agency with offices in London, New York, Shanghai, Sydney and Melbourne. At the cutting-edge of strategic thinking, we use the *latest thinking from the behavioural sciences* to help brands and organisations better understand and influence consumer behaviour. We use new insights from the behavioural sciences, and from behavioural economics in particular, to develop powerful frameworks that fuel a deeper understanding of people's behaviour and inform strategies and tools to influence it. TBA works with some of the world's biggest companies in challenging the way they think about the people who engage with them. This role is for our London office – the hub from which most global and multinational client accounts are serviced.

### **Overview of the role**

Around 3-4 years experience agency-side in a predominantly qualitative role. The position will suit an established Research Executive who is ready to step up to the next challenge or an existing Senior Research Executive or Research Manager. You will get the chance to work on international and domestic projects for some of the world's best brands and businesses. It would suit someone who is excited about embracing new ideas, building creative solutions to interesting challenges and working at the cutting-edge of marketing and strategic thinking.

### **Required Skills & Experience**

#### **Established qualitative research and project management skills**

- Independently manages small to medium sized projects from start to finish with support from senior team members
- Leads small project teams of junior researchers in analysis and fieldwork
- Strong project management skills
- Confidently conducts global face-to-face fieldwork - leads setup, discussion guide writing and briefing of local agency/moderators
- An experienced moderator across multiple methodologies including online
- Confidently supports and mentors junior team members in online moderating
- Confident in the design and visualisation of sections of / smaller debriefs
- Plays a key role in developing the thinking and analysis required of larger multi-market projects
- Designs and writes key sections of larger/multi-market debriefs - guides and manages junior team members during the analysis phase of write-up
- Confidently presents key sections of a debrief in a clear, professional and engaging manner

# THE BEHAVIOURAL ARCHITECTS

## **Behavioural science expertise**

- While a proven track record in behavioural science is not necessarily required (we provide training), an interest and desire to learn about applying behavioural science principles to research is critical.
- BE is at the heart of our business and we expect our team to have an appetite for learning and a passion for looking for opportunities to apply BE in ways that continually push our thinking.

## **Key Roles & Responsibilities**

- Design and delivery of behaviour-led research methodologies
- Fieldwork including behavioural observation, self-ethnography tools (online, mobile etc.)
- Analysis of qualitative data (across multiple methodologies)
- Presentation and report writing including presentation of findings to clients
- Line management of junior members of the team (once established)
- Development, management and support of TBA existing clients
- Supporting in developing methodologies to shape TBA research and consultancy offers.
- Supporting on new business development, including writing credentials, attending meetings and proposal writing

**How to apply:** Send us your CV along with a short cover letter to [jobs@thebeearchitects.com](mailto:jobs@thebeearchitects.com)