

The Family Room

Job Opening: Senior Brand Consultant: Vice President

Company Background:

Founded in 1997, The Family Room is a youth and family-focused brand consultancy that advises Fortune 500 brands on growth strategy. Our clients include many of the world’s most iconic brands like Google, Coca-Cola, Viacom, Disney, LEGO®, Nestle, and many others. At the heart of our company’s ethos is the belief that family marketing miracles come from HUMAN insights, not category insights. So, for the past ten years we have self-funded an ongoing study of the Passion Points™ that define kids’, teens’, and parents’ emotional landscape. These Passion Points™ enable The Family Room to move beyond the rational “WHAT” of consumer behavior to the emotional “WHY,” enabling us to create disruptive brand strategy that speaks to the family heart, not head.

Job Description:

The Family Room offers the following three productized services. However, many of our client requests do not fit into one of these pre-defined molds (e.g. Helping Google understand and respond to the issue of teen tech addiction or helping Hasbro chart the future of play). So, as senior strategist you would adeptly lead the following but create customized approaches for other non-conforming assignments.

1. Passion Point™ Target Definitions: Not all families have the same emotional wiring. On projects of this nature, you will use one of our proprietary research tools to map the unique emotional DNA of a brand’s growth consumer and create elegantly written target definitions that illuminate the true drivers of their decision making.
2. Passion Point™ Brand Purpose and Positioning: The most powerful positioning strategies find the intersection of something profoundly important to us as humans and instinctually true about a brand. On these assignments you will use a proprietary set of Family Room tools to help brands ranging from Coca-Cola to LEGO® unlock their most powerful emotional assets and use them as a springboard for positioning and communication strategies that speak to the family heart, not head.
3. Passion Point™ New Product Strategy: We think the most challenging part of new product innovation is not the concepting process but finding previously unidentified places to dig for them. In this service, you will use our Passion Point™ construct to help our clients reframe their search from concepts to fill their category’s white space to their families’ emotional white space where all of the greatest new product ideas are born.

In addition to creating consistently excellent strategic solutions in these three areas, you will also be a key partner in the design and interpretation of our annual kid, Gen Z, and Parent Passion Point™ updates. Finally, although identifying new clients does not fall under this person’s job description, cultivating relationships and identifying repeat business from your existing clients does.

Required Experience:

As A Strategist	As A Person
<ul style="list-style-type: none"> • Connector of Dots: You live for making unexpected connections between human truths and brands • Magnetic Presenter: Your audience puts away their cell phones when you start talking • Research Geek: A real understanding and appreciation for quality studies and tools • Experienced Strategist: At least 5 years’ experience at a branding, agency, or consulting environment 	<ul style="list-style-type: none"> • Emotionally Attuned: A sixth sense for the less visible but more powerful emotional drivers of choice • Family Focused: An innate and palpable understanding of the essence of parenting and the daily triumphs and agonies of childhood • Hard Worker: Not afraid of it • Kind Person: Promotes an air of civility, support, and light heartedness in your work environment

If this is you, we want to hear from you. Please send a one-page description to gcarey@familyroomllc.com that makes a compelling case for why you are the best choice for this position and a resume that does the same. Work samples in our service areas and client references will be required during the interview.