

The Family Room

Job Opening: Senior Strategist/Researcher (Chicago, IL)

Company Background:

Founded in 1997, The Family Room is a youth and family-focused brand innovation 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®, and Nestle. At the heart of our company's ethos is the belief that brands can and do have a positive impact on families, and that family marketing miracles come from HUMAN insights, not category insights. For the past ten years we have self-funded an ongoing study of the Passion Points™ that define kids', teens' and parents' emotional landscape. Our Passion Points™ expertise enables us to move beyond the rational WHAT of consumer behavior to uncover the emotional WHY and develop compelling, differentiated brand strategy and innovation that win by appealing to kids', teens' and families' hearts, not the head.

Job Description:

We are seeking a talented Senior Strategist to help grow our Brand Strategy and Innovation practice and expand our new Chicago office. The Senior Strategist will report directly to the Vice President of Brand Strategy and Innovation with a good deal of connectivity to our Norwalk, Connecticut team – and our Founder and CEO and Managing Director in particular.

This person will play a key role on exciting client projects across research, brand strategy and Innovation. They will serve as a critical partner to the VP and our growing team across several client projects. At its core, this position is about exhibiting best-in-class project management to deliver excellence, delight our clients and deepen our relationships. You will be working closely with our team to help uncover human, emotional insights that serve as the bedrock for the development of Brand Strategy and Innovation that enable major brands to successfully grow through better communicating with and serving kids, teens and parents.

Typical client engagement responsibilities will include:

- Attentive listening and intuitive ability to connect the dots between the deeper, emotional needs that define us as people and brands to help inspire relevant and compelling brand strategy and innovation
- Developing deep client relationships through demonstrated empathy in understanding strategic challenges and serving with excellence and integrity
- Designing, executing and analyzing qualitative research (e.g. focus groups, ethnographies, in-depth interviews, etc.) to identify the human, emotional insights that drive family and teen decisions and behaviors
- Moderating kids, teens, and parents in a variety of qualitative venues with a special talent for getting beyond the behavioral WHAT to the emotional WHY
- Partnering with our team to develop all research-related materials, including screeners, discussion guides, stimulus, etc.
- Integrating human insights with brand and category insights to build compelling and differentiated brand positionings that help major brands grow into their full potential

- Translating human insights into inspiring platforms for ideation and concept development; helping lead creative and strategic workshops in collaboration with our clients to create a wide range of promising ideas and strategically narrow to a few to move forward into development; partnering with our team to bring ideas and strategic direction to life in a clear and inspiring way

Successful candidates will:

- Intuitively connect the dots between emotions and brands to focus on HUMAN insights first
- Have 5+ years’ experience in client-facing research, brand strategy, innovation, and/or design consulting
- Possess considerable experience and ideally advanced academic training in applied psychology, other social sciences, or behavioral economics, preferably focused on youth and families
- Be a hard worker and team player with an endless appetite for exploration
- Delight in using data to tell a compelling story that inspires action; have excellent verbal and written communication skills and an unwavering attention to detail
- Embrace a regular way of working rooted in Design-Thinking (e.g. creative problem-solving, curious, fast-paced, collaborative and iterative)
- Have an understanding of, and appreciation for, the smart integration of qualitative and quantitative research

This is an exciting opportunity for a talented and growth-minded individual to partner with leading brands across categories and have an outsized impact on a successful, fast-growing and mission-driven brand innovation consultancy. If that sounds like you, please send a one-page description to info@familyroomllc.com that makes a compelling case for why you are the best choice for this position and attach a resume that does the same. Work samples in our service areas and client references will be required during the interview.

A Sampling of Current Family Room Client Engagements			
<p>YouTube Leading a global research and platform strategy to define the six emotional archetypes that define YouTube’s user base among the Gen Z universe</p> 	<p>The Ad Council Joining forces with The Ad Council to help understand and address the stigmas associated with mental health among disadvantaged youth</p> 	<p>Coca-Cola Research to define the emotional priorities of Gen Z and Millennial parents and the creation of key brand value propositions with emotional stopping power</p> 	<p>Sesame Workshop Helping the producer of Sesame Street create a strategic vision for its next fifty years reflective of the astonishing changes in global families’ learning and education priorities</p> 