Research Project Manager

The Advertising Research Foundation (ARF) is hiring a full-time Research Project Manager.

As Project Manager, you will be responsible for managing or assisting in the management of some of the research projects conducted by the ARF and through its Council program. ARF Councils are working committees, drawn from ARF member companies, that focus on specialized business and research topics. The Project Manager's role may include managing teams, managing vendors, overseeing fieldwork, data processing, data analysis and report writing, as needed. This manager will also support the ARF Council Program, assisting the Director of the program with Council research and analysis projects and with managing Council meetings. This role will provide significant research and program experience for all candidates as well as afford valuable exposure to significant industry research.

You will be expected to follow the industry issues and develop as a regarded subject matter expert by contributing to the organization's reports and publications.

Qualifications include:

- Strong ability to quickly read and digest business articles and reports from multiple sources,
- Strong ability to synthesize information from these articles,
- Superior writing ability and editorial skills,
- Experience in analyzing raw survey data, including data cleaning and the coding of open-ended questions,
- Experience in management of data collection processes,
- The ability to interpret data and translate into understandable implications.

We expect that a minimum of 5 years industry experience would be required to successfully meet the responsibilities of this position. The position will report to the Chief Research Officer of the ARF.

About The ARF

Founded more than 80 years ago, the ARF is dedicated to creating, curating and sharing objective, industry-level advertising research to enable members to make a true impact on their advertising and build marketing leadership within their organizations. Its 400 members include leading brand advertisers, agencies, research firms, media-tech companies, and universities.

For more information, please visit www.thearf.org.