



North America ▾

GAME CHANGERS

Ab

Marketing - Behavioral Scientist

Tracking Code

11720

Job Description

Behavioral Science Center, one of the first dedicated centers on Behavioral Science and Behavioral Economics Behavioral Scientist to join our team of behavioral scientists.

The Behavioral Science Center supports all business units in Ipsos North America, one of the largest market rese organization). We support approximately 3,000 Ipsos employees and cover all the industries and sectors in Nortl goods to financial. In the Ipsos Behavioral Science Center, you will be directly working with the President of the Ce economics/science and inspire the use of behavioral economics/science, 2) develop market research tools by leve research projects to help clients better understand and predict customer behaviors. This is an unparalleled op behavioral economics/science to apply academic research insights into practical business challenges in a wide rai have opportunities to apply BSci in a wide range of areas (e.g., CPG, Pharma, Financial Services, Loyalty, Adverti (e.g., both Quant and Qual).

Location: New York City with occasional traveling (up to 5%).

Key Job Responsibilities

- Act as an internal consultant (or through collaboration) to help Ipsos market research team apply BE/BSci to be
- Most of the key activities for this position will be around research proposal and designs (and not executior conducting literature review, suggesting research designs, as well as providing general consultation on BSci. data collection and analysis) are important to this role, these activities are not likely to be your day to day resp
- Assist Ipsos research teams to better qualify opportunities where we can leverage Behavioral Science to best l
- Attend client meetings to discuss the potential use of Behavioral Science to help provide solutions for client's b
- Explore potential use of Behavioral Science in broader research setting at Ipsos with key internal stakeholders
- Develop training materials based on academic research

Qualifications

- PhD in behavioral science field, such as psychology, social science, consumer behavior, or behavioral econom
- Experience in one or more core industry sectors served by Ipsos highly desirable
- Superb written and oral communication skills with ability to synthesize complex information and communicate i
- Ability to engage effectively with a wide range of people, including senior executives, academics, sales people,
- Capable of balancing priorities of simultaneous projects and demands.

Job Location

New York, New York, United States

Company Location

US - New York - 1271 Ave Of The Americas (3531353)

Department

GEM General Management (609644)

Position Type

Full-Time/Regular

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