



Client Relations Manager, Mindset Media Research

New York Metro Area

Sophisticated marketers know that consumers are more than just demographics. They are *people*, with personalities that strongly influence the categories they buy and the brands they choose. Mindset Media harnesses interactivity to take media beyond demographics—to make *psychographic* targeting a reality. Mindset Media was created to help blue-chip advertisers fill their “upper funnels” with people who have the right “wiring” to be interested in their brands.

Mindset Media (www.mindset-media.com) is an ad-technology and market research company. At our heart is the Mindset Media Standard, which comprises 21 elements of personality known to drive buyer behavior and brand choice.

Mindset Media works with online publishers to make Mindset targeted ad buys available to brand advertisers on a mass scale. This year, we are rapidly expanding the distribution of our ad technology, so that advertisers can buy Mindset targets directly from an ever-growing range of major, brand-friendly sites.

Mindset Media offers a suite of research products that help marketers understand their consumers’ psychographics better. Through our alliance with Nielsen Homescan,[®] consumer packaged goods companies can easily access **MindsetProfiles[®]** of their brands and buyer groups, and measure the impact of Mindset targeting on offline sales. We also offer custom **MindsetProfile** research projects to advertisers, which we deliver jointly with Nielsen Online.

Mindset Media is headquartered in Tarrytown, NY on a tree-lined campus overlooking the Hudson River and several historical landmarks. The commute from Manhattan takes 35 minutes, and a number of our people do it every day. Driving here from northern New Jersey, Westchester and Connecticut is easy too, as our office is a mile from the Tappan Zee Bridge. Our offices are newly renovated, with huge windows that let in the sunshine and natural beauty of the area.

Mindset Media is seeking an experienced, intelligent, and entrepreneurial professional to serve as Client Relations Manager in its market research business. Candidates for this position must be intelligent, intellectually curious, confident, engaging, and self-starting. This is a unique and exciting opportunity for the right person.

Duties & Responsibilities

Working in partnership with the Director of Research, and reporting to the Executive Director, Sales and Market Development, the Client Relations Manager will:

- Work closely with our partners at Nielsen to sell and deliver Mindset Media-Homescan, NetEffect, and custom studies to blue-chip consumer packaged goods clients;
- Work closely with other research partners to sell and deliver Mindset Media studies;
- Prepare research presentations that combine our own structured data output and templates with marketing insight that addresses the specific issues and needs of each client;
- Manage all client relationships in research, ensuring that our products and deliverables delight our clients and encourage the expansion of our “footprint” and influence within their organizations; and
- Lead and support the development of new Mindset Media research capabilities and partnerships.

Qualifications

This is a critical role in our Company. Research is not only a source of revenue in its own right, but it seeds demand for our highly profitable ad-technology (media) product. For a candidate with the right qualifications, this position may also expand to include responsibilities for marketing our Company, especially projects that pivot off our research surveys and databases, and may offer other opportunities for influence and advancement. The best candidate will:

- Have 8-10 years' experience in market research in high-quality consumer goods' environments. We prefer experience in market research firms (like Nielsen), but we will consider otherwise qualified candidates from brand management and in-house consumer insights departments.
- Understand consumer goods marketing deeply and be able to demonstrate that grasp
- Have a track record of success and advancement
- Be a not-so-secret “quant jock,” adept with research analysis and presentation—and Excel—but...
- ...be an excellent writer and persuasive communicator with superior presentation skills
- Be personable and well-rounded and have demonstrated the ability to persuade and organize others
- Hold at least a bachelor's degree from a top-tier college or university

Compensation

We offer an attractive compensation package, including a competitive salary, excellent health benefits, and company equity.

Contact

Serious candidates should submit a resume and brief explanatory email, with “Client Relations Manager, Mindset Media Research” in the subject line, to jobs@mindset-media.com.