



Consultancy Vacancy at Contagious Communications

Contagious Communications is looking for a new member of its celebrated **Contagious Insider** division. The role will be based in New York. This position requires someone with a proven knowledge of the global marketing industry, a fascination with technology and a curiosity for consumer culture. Ad agency experience, especially in the role of strategy, would be an advantage. Prolific writing ability is a must.

Insider is the insight consultancy arm of the company, responding to a diverse range of requests and commissions from clients. It's the fastest-growing part of the Contagious business, and its team work on a constant stream of engagements from brands, communications agencies, trade associations and media owners.

Contagious sits at the intersection of marketing, technology and consumer culture and we have a unique perspective on brands and the flow of content and ideas around them. The consultant will play an active role in identifying key trends, honing our strategic thinking and shaping the unit's output. Contagious has been described as an 'early warning system for brands' and a 'handy instruction manual' for the future of the marketing industry. The new hire will be expected to help us realize these labels in prolonged engagements with brands.

Insider projects tend to take several forms:

- Helping businesses engender an innovation culture
- Presenting our insight in one-to-many speaking engagements and one-to-few workshop & training environments
- Analyzing brands and product categories for longer-form case studies
- Organizing material into custom reports



Responsibilities will include:

- Fulfilling Contagious Insider contracts in key areas mentioned above
- Speaking authoritatively about Contagious topic areas in public relations and marketing functions
- Developing new business engagements along with our North American Business Development Director and the rest of the Insider team

The main attributes we're looking for in a candidate are a constant hunger for new ideas, a proven knowledge of the marketing industry and a healthy skepticism towards the status quo.

Experience in strategic planning, data analysis and the mechanics of how advertising works are a major advantage, as is creative flair and strong critical judgment.

You should have superior written and oral communication. We have no room for mediocre journalism or tepid presentation.

You should possess a high degree of intuition when it comes to assessing what our collaborators are interested in, and the ability to communicate that to the wider working teams. You should be an expert at digesting and distilling a wide range of research material in order to be able to 'join the dots' by identifying key trends and drivers.

You should be good at presenting in front of others, and all subsidiary powers this entails. Proficiency in Keynote (or, if you must, PowerPoint) is essential. So is a verve that matches the infectiousness of the material we're working with. Keeping a room of restless adults inspired for hour-long stretches or a whole day's workshop requires a special kind of person.



You should be organized and self-directed but flexible and willing to ask questions.

You should understand and have passion about the topic areas Contagious covers. There is a tremendous body of reference material on this, which you will be expected to understand thoroughly and contribute ideas to. Part of your job will be bringing sense to large and imposing cultural developments and occurrences. You will have plenty of opportunities to contribute across Contagious' print publication as well, in the form of case studies, opinion pieces and company profiles. You will also be expected to contribute short articles and analysis for the Contagious FEED online intelligence service that forms a crucial part of the Insider offering.

You should have thorough understanding of the workings of the global advertising industry and the general shifts in the marketing landscape, along with contacts in all corners.

You should be very familiar with and supremely active on all corners of the modern internet.

You should be good at travel and enjoy it. The role offers a fair bit of it. Since its foundation, Contagious Insider has been active in Australia, India, China, Japan, Korea, Indonesia, Singapore, The Philippines, Thailand, Argentina, Brazil, Canada and almost every country in western Europe. Many of these are fulfilled by our HQ in London, but anything on this side of the Atlantic we tend to tackle.

Last, but not least, you should be able to identify potential areas into which Contagious Insider can expand its scope.

These are not traits we ask for because we lack them. We need someone who's able to fit in with a fast-moving, talented bunch of people and help build an amazing business.



Some things Insider has done this year:

- Collaborated with Google Homegrown to find out more about its mobile audience's habits:
<http://www.thinkwithgoogle.com/insights/uploads/20643/>
- Identified how youthful rebellion manifests itself on the web for a quick serve restaurant.
- Sketched the future of luxury in a series for a global fashion brand.
- Worked with a major broadcaster on a series on recent developments in communication around science, comedy and gaming mechanics.
- Developed a global youth culture report for a global apparel brand.
- Helped institute an ongoing framework for innovation in a large CPG company.
- Spoken at dozens of private events and conferences, including Cannes Lions, a TED business salon and SXSW.
- Introduced a new events platform, the 'Now/Next/Why' sessions; a series of Contagious trends briefings accompanied by an info-rich handbook.

We've got a small, fun group in NYC and a great base in London. This will be an exciting, challenging role for someone who's looking to become instrumental in a growing company committed to its talent.

If this sounds like your kind of challenge, contact North American Editor Nick Parish by email: nick@contagiousmagazine.com

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