



## **Manager of Market & Behavioral Insights**

### **About the Campaign**

The National Campaign to Prevent Teen and Unplanned Pregnancy works to ensure that all children are born into families committed to and ready to raise the next generation. Our 2026 goals are to: 1) reduce teen pregnancy by 50 percent; 2) reduce unplanned pregnancy among women age 18-29 by 25 percent; and 3) reduce racial/ethnic and socioeconomic disparities in teen and unplanned pregnancy rates by 50 percent. We address the complex factors that lead to unplanned pregnancy through policy, research, capacity building, convening, and strategic communications. We approach our work in an evidence-based, bi-partisan, non-ideological way. We focus on five strategies critical to reducing teen and unplanned pregnancy: 1) Make it the norm among young people to act consistently with their decisions about when and if to get pregnant. 2) Ensure that all young people have a trusted adult or social network with which they can discuss sex, relationships, and their futures. 3) Ensure that everybody has reliable, resonant, and accurate information about sexual health, including all contraceptive methods. 4) Ensure that everybody has full access to the full range of contraceptive methods within 60 minutes of where they live. 5) Make pregnancy planning standard practice in settings influential in the lives of young people, such as education.

### **Position Available**

The National Campaign has an opening for an experienced professional to serve as Manager of Market and Behavioral Insights. Working as part of an integrated cross-functional team, the Manager will help support the Campaign's strong commitment to ensuring that our efforts are grounded in evidence and research and to assessing our impact and effectiveness. Specifically, she/he will design and conduct applied research to yield key insights about our target audiences that in turn strengthen The National Campaign's efforts to reach young adults, 18-29 years old, with an emphasis on our digital efforts. Increasingly, innovations in public health are being informed by the constructs of social and behavioral economics and related disciplines as they address the gap between people's long-term intentions and their everyday actions, and The Campaign seeks a professional who can apply these principles to glean insights about our target audiences in ways that will increase our impact.

### **Duties**

The Manager will work with the Vice President of Research and Evaluation as well as the Vice President of Digital Media to identify key research questions, metrics, analytic strategies, and data sources pertaining to how our target audiences consume, interact with, and respond to digital content, and to Bedsider.org in particular. In addition, the incumbent will proactively anticipate business questions and associated learning needs for the assigned

areas of responsibility. She/he will work with the Research Manager to implement numerous short-term analyses and will collaborate closely with the Vice Presidents of Research and Evaluation and Digital Media in developing research plans and presenting results.

While this person will not be responsible for creating or adapting digital innovations, she/he will need to distill results into key insights that are actionable and continually strengthen the reach and resonance of our efforts. Of particular interest is how digital content can influence not only knowledge and attitudes but ultimately decisions and behavior as they relate to reproductive health, particularly among young adults at high risk of unplanned pregnancy.

### **Qualifications**

The Manager of Market and Behavioral Insights must have completed an advanced degree in behavioral economics, market research, public health, data science, or a related behavioral research discipline that included methodological and statistical training. The Manager must also have at least two years of experience applying rapid cycle learning, machine learning, predictive analytics, market segmentation or similar techniques to inform the design of innovations seeking to modify behavior in real-world settings.

Expertise in leveraging the Behavioral Economics framework (e.g. loss aversion, endowment effect, etc.) and psychological models to identify the key factors that influence audience behavior, as well experience using social media or other big data in furthering an organization's goals are a must, as is a basic understanding of evaluation design. Familiarity with the application of behavioral research and/or big data analytics within a public health or reproductive health setting is a plus. She/he must be both self-directed and collaborative, work on multiple tasks concurrently, complete projects on schedule, and possess strong organizational and interpersonal skills. The Manager will also need excellent written and verbal communication skills, must be able to work effectively on both short- and long-term projects, and must be able to comfortably embrace a "big tent," nonpartisan approach to teen and unplanned pregnancy prevention.

### **Salary and benefits**

This position is classified as exempt. Salary is commensurate with experience. The National Campaign is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status or any other characteristic protected by law.

### **Application:**

Closing Date: March 31, 2017

Please send a cover letter and resume to:

[recruitment@thenc.org](mailto:recruitment@thenc.org)

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