

# CAREER OPPORTUNITY

## RESEARCH ANALYST

### Office Location | Cambridge, MA

Reputation Institute (RI) is the gold standard in reputation management research and consulting. Reputation Institute helps companies unlock the power of their reputations for competitive advantage. Hundreds of Fortune 1000 companies around the globe leverage Reputation Institute's RepTrak® methodology for measuring and managing reputation. We work closely with all of the communications functions including at the highest level with the CCO to specialized areas of communications such as public relations directors, social media managers, reputation management specialists, and corporate social responsibility officers.

Reputation Institute's research is considered the authoritative source for Corporate Reputation Management by the world's leading publications. Our research has been featured in nearly every relevant trade publication, including *The Economist*, *Forbes*, *Fortune*, *Time*, *Bloomberg*, *Information Week*, *Industry Week*, *Business Week*, *The Financial Times*, *Washington Post*, *NY Times* and *the Wall Street Journal*. Our analysts frequently appear on media outlets such as NPR, CNBC, FOX Business News, BBC, Sky News, CNN and a multitude of industry webcasts.

### RESEARCH ANALYST

The Research Analyst is a key position within the Reputation Institute's research team. The Research Analyst is responsible for publishing reports and briefs weekly built on quantitative and desk top research data across all research topics including reputation management, reputation risk, corporate social responsibility, brand management, corporate communications and social media, marketing analytics and advertising campaign effectiveness.

- Deep understanding of the reputation and corporate communications challenges that face RI's clients, the Corporate Chief Communications Officer's team.
- Leading the researching, data review and publication of the company's flagship research studies RepTrak® 100 measurement and the Reputation Leaders Benchmark Study.
- Writing industry studies, benchmark research reports, case studies, RepTrak® briefs and covering a variety of corporate reputation and communications related topics.
- Conducting desk top research on Global 500 companies establishing a clear understanding of Company Mission/Values, Brand Promise, Key Executives, Awards, Media Coverage, Social Initiatives and Financial Performance.
- Populating RI's Reputation Management Best Practices database linking desk top research with RI's RepTrak® Measurement research.
- Delivering client RepTrak® Pulse reports which measures and benchmarks company reputation across all stakeholders and provides analysis on actions for improvements.

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## PROFESSIONAL QUALIFICATIONS:

**A successful candidate will possess:**

- Proven experience in writing for business requirements and to deadlines.
- Deep understanding of corporate communications, reputation management, branding, corporate social responsibility, reputation risk management and financial performance.
- Excellent writing skills and strong understanding of how to translate complex, data rich research into compelling content for business and communications executives.
- Experience in benchmarking operational and financial performance across global companies.
- Coursework in Statistics and familiarity with SPSS strongly desired
- Advanced critical thinking, analysis, and synthesis skills required.
- Multi-lingual skills: English (Required), Spanish (Preferred),
- Ability to work in the United States is required.

## EDUCATION:

Degree from a leading school is required with a focus on communications, journalism, marketing or business preferred.

## COMPENSATION PACKAGE:

The Research Analyst role includes a compelling compensation package including a competitive salary and an annual performance bonus plan. In addition RI offers a full benefits program including medical/dental/vision benefits, paid vacation and more.

*Reputation Institute is committed to diversity in the workplace and is an  
Equal Opportunity Employer.*

Please forward a copy of your resume and cover letter to Tammy Olsen, HR Director at [tolsen@reputationinstitute.com](mailto:tolsen@reputationinstitute.com)

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## Hear what our clients and team say about RI

RI is the best place to grow as a professional. We work hard and we have fun doing it. Simply put, we are the Gold Standard of reputation management. Our Founders literally wrote the book on it and our clients sing our praises.

Listen to what our clients and team have to say!

## What organizations say about RI

"Our CEO now utilizes quarterly general-public reputation measures in 15 countries consolidated into a single dashboard to report to our Board. Reputation Institute's framework has helped us understand our stakeholders."

 Chief Marketing Officer,  
MasterCard Worldwide


RepTrak®  
Trust

"To be ranked among the most reputable companies is a great honor, and a reflection of what our 325,000 team members strive to deliver every day."

 SVP Integrated Marketing  
and Communications, FedEx


Expertise  
Honest Integrity

"We believe the survey is a great way to measure how we perform as a company and we remain dedicated to continue to live up to the expectations children, parents and other stakeholders have on us."

 President and CEO,  
The LEGO Group

Global RLN

"A large part of Levi Strauss & Co.'s successful 162-year history is our commitment to quality apparel that never goes out of style and an unrelenting focus on innovation."

 President and Chief  
Executive Officer,  
Levi Strauss & Co.

Teamwork  
Advisor

"We believe reputation is built on our commitment to customers to provide quality, innovative products and back them with integrity."

 Director, Global Public  
Relations, John Deere

"Bacardi strives for continuous progress and improvements in everything we do. It's very rewarding to see that we are making real strides in corporate governance, innovation, reputation and overall citizenship with others around the world taking notice. A three-point jump in just one year to the number 90 spot in the Global RepTrak 100 rankings is extremely satisfying."

 **BACARDÍ**  
CEO, Bacardi Limited

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## What our team says about RI

"To me, RI is an opportunity to create a legacy in reputation measurement and management. The chance to do great work, be great, and expand upon our reputation as the gold standard in our field of reputation."



"It means transparency, collaboration and partnership across offices and departments."

"We share the same financial goals – and we show each other the respect deserved. We have a spirit of we win together. No one person can claim all the success and no one person takes all the blame."



"A better system of communication and transparency. I do know that geographical distance presents an issue, but I do believe that it will be of high value if we learn more about the people in different offices."

"One RI is a mindset, a way of working, and a collective goal. Globally we need to unite around a common purpose and to collectively work towards the same outcome."

"I recently joined RI and from my vantage point One RI means that although we are dispersed throughout the globe we share a single vision."

For more information about the firm, please visit our website at [www.reputationinstitute.com](http://www.reputationinstitute.com).

Please address all cover letters and resumes to James Bedard, Global President & CEO.  
[jbedard@reputationinstitute.com](mailto:jbedard@reputationinstitute.com).