



INFLUENCE AT WORK UK: BEHAVIOURAL SCIENCE CONSULTANT/ASSOCIATE

About us

INFLUENCE AT WORK (IAW) is the award-winning consultancy of two world-renowned names in the field of applied behavioural science, Robert Cialdini and Steve Martin. Our books have sold over 7.1 million copies, our research is taught in major universities around the world and we have been applying our insights to deliver measurable impact for over 20 years.

We take the latest thinking and research in behavioural science and creatively apply it to commercial and societal challenges for clients around the world. We work with a wide range of industries, governments and not-for-profit sectors. Our work is varied.

For example:

- We are collaborating with Governments to maximise uptake of the Covid-19 vaccine through behaviourally informed communications and processes.
- We are currently undertaking RCTs in partnership with charities and not-for-profits that seek effective ways to encourage 'green' farming practices and protect rare creatures.
- We have applied our expertise to demonstrably reduce fare evasion on transport networks in cities around the world including Ireland, France, Sweden and Australia saving millions for public transportation authorities.
- We are advising a major global fast-food franchise on how to encourage customers to make healthier choices.
- We are working with a US pharmaceutical company to bring ethical behavioural science into their business model and drive people-led behaviours across all teams.
- We teach our behavioural science programmes globally. They include designing and leading the faculty on our highly regarded Behavioural Science Exec Ed. programme at Columbia Business School.

Despite our global reach and extensive network, we are a close-knit organisation. Everyone in our team plays a crucial role. We are inclusive and supportive, and everyone plays their part to deliver world-class client results and contribute to the advancement of our science.



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Working at IAW means full visibility, unparalleled access, as well as unique opportunities to work with some of the world's most respected researchers and practitioners on projects that are as fascinating and complex as they are rewarding and fun.

Our team has doubled over the last 18 months, yet we are busier than ever and are looking to recruit another one or two talented behavioural scientists to join our world class team.

Find out more about us at www.influenceatwork.co.uk

Our goals and ambitions

IAW wants to maintain our premium position in the application of the psychology of influence & behavioural science and grow value and impact through strong client relationships. Growth without compromise.

We are already respected as the source of some of the world's leading thinking and insight into behavioural science. In addition to our published best-selling books, we are sought after speakers and advisors to organisations across the world. In other words, IAW has world class intellectual assets and strong credentials from which to expand its impact.

We want to continue to do cutting edge behavioural science that has real impact for our clients. We want to expand our clients' responsible application of behavioural science to create positive and meaningful change. We want to grow the most highly reputed behavioural science team through our unique knowledge, processes and skills.

The role

Our clients come to us for our behavioural science expertise and academic rigour.

A successful candidate will have:

- a strong academic background in behavioural science, social psychology, cognitive psychology or a related field such as economics, data science, statistics, public policy
- familiarity with fundamental behavioural science research and theories
- understanding of experimental and scientific approaches
- data analysis skills to measure impact (e.g., Excel, coding, SPSS or Stata)



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In addition to your technical capabilities, you

- can write clearly, concisely, with purpose and energy
- can speak compellingly and adapt to your audience
- are a team player that listens and supports others
- can build rapport with new people in a professional setting
- are creative and adventurous in your thinking, working from imperfect information and adapting behavioural science for real-world use
- can show initiative and work independently, while seeking appropriate guidance
- are able to think analytically with attention to detail and a robust approach
- achieve high standards when delivering multiple things at a time
- welcome others' insights and are willing to learn

For the Associate level, you will have at least one year's relevant work experience which may include roles such as consulting, analytics, project delivery, communications or other roles that helped to build the skills we value.

What we offer

We are seeking behavioural scientists who aspire to be our field's future elite. You are most likely to have a degree in behavioural or social sciences. You will be fascinated by the prospect of using your behavioural science knowledge to build bridges from theory to meaningful real-world practice.

Our consultants are client facing from the outset and you can expect to work on one or two projects at a time. Our clients are international so you may be expected to travel abroad as well as in the UK.

We provide the chance to develop your skills across a variety of projects and to build your profile from a platform that few can match. In addition to the usual 'package' you will be afforded trust and autonomy, provided with flexibility and, of course, the chance work with an incredibly smart, motivated and dedicated team.

Due to our size, we offer early responsibility, variety and a family feel, along with progression and career opportunity as we grow.

Contract details

Hours: Full time

Contract: Permanent

Pay: Depends on experience – an Associate requires more experience than a Consultant

Location: We have two offices: one in Harpenden, Hertfordshire and one at our partner office near Oxford Circus, London. The majority of us work one or so days a



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week from the London office. You are not expected to commute daily to the office but will be required to travel to clients for meetings in the UK and possibly around the world.

Right to work: We can only consider people with a right to live and work in the UK.

Number of vacancies: 1 or 2

Application process

To apply, please follow this [link](#). You will be required to

- Answer some questions (in lieu of a cover letter)
- Complete a Task (this is an opportunity for you to get experience of some of the work we do at IAW)
- Upload your CV (maximum 2 pages)

The application deadline is 9am 8th August 2022.

Successful candidates will be invited to interview, likely to be held in London in mid-late August.

You will have the opportunity to discuss your application, your Task 1 response and ask about IAW. There will also be tasks that are reflective of our work and the role so you can demonstrate your skills.

Successful candidates will be invited to a final interview with a senior team member.

We support diversity and inclusion. If you need any reasonable adjustments, please let us know.

Application deadline: 9am 8th August 2022

1st Round: Mid-late August 2022

Final Round: Late August – Early September 2022

Start date: As soon as available

We look forward to hearing from you.