



Behavioral Science & Policy Association
MatchMaker Opportunity: Consulting in Strategic Global Communications

We are pleased to announce the new BSPA *MatchMaker* Program, a co-ordination service designed to facilitate efficient and mutually beneficial partnerships between academics and organizational practitioners. By strategically building, recruiting, and employing administrative resources within the BSPA network to support these partnerships, we will provide our academic affiliates with easy and efficient access to research and consulting opportunities, as well as connect our practitioner affiliates to reliable and relevant academic experts.

The aim is to promote dialogue between practitioners and behavioral scientists to enhance policy design and testing processes for-profit and non-profit organizations.

OVERVIEW

- **What is the nature of the opportunity being offered?** A for-profit strategic global communications firm is looking for a behavioral science academic expert to consult with them on multiple projects for an approximate six month engagement.
- **What kind of partner is being sought?** An academic expert in the field of behavioral science; particularly those with knowledge relevant to communication nudges/framing.
- **Other summary details?**
 - Expected Duration:* December 2017–May 2018 (6 months, 33–43 total hours)
 - Compensation:* \$11,500–\$19,000 (\$300–445/hour)
 - Practitioner Location:* North America
 - Expected Travel Demands:* None
 - Number of Projects:* Multiple
 - Publishing Potential?* None at this time

PRACTITIONER BACKGROUND

The practitioner partner is a bipartisan public affairs firm that combines the intensity and agility of a political campaign with the experience of working for some of the best known companies and organizations in the world. They also work with philanthropic foundations, universities and for-profit entities.

SCOPE OF WORK (SUMMARY)

1. **Task 1 - Problem audit and programmatic recommendations:** The practitioner will look to the academic to analyze existing behavioral science research on how to effectively reduce waste, with a particular focus, if applicable, on company-led efforts to do this among employees. Based on this audit and other analyses as deemed appropriate by the academic, the practitioner will look to develop a plan with key strategies for waste-reduction that can be incorporated into the communications recommendations they make to their clients. In addition, the practitioner will ask the academic expert to recommend metrics to measure campaign effectiveness from launch to completion.
2. **Task 2 - Behavioral communications summit training:** As a kick-off to this project, the practitioner will host an internal Behavioral Communications Summit with the academic during which they'll discuss behavioral science heuristics that apply to the communications challenges at hand. The practitioner will rely on the academic for help preparing this Summit—e.g., reviewing and helping refine materials, and training the practitioner organization on how to effectively lead a conversation around behavioral science applications to communications.
3. **Task 3 - Ongoing support:** Following the Behavioral Communications Summit, the practitioner will first (in phase one) develop a communications plan that is heavily informed by the academic's programmatic recommendations, then generate their own input and ideas in phase two. The practitioner will take the lead on executing on this communications plan, but will look to the academic as an auditor and thought partner who can review materials, suggest edits through a behavioral communications lens, and make recommendations for shifting tactics based on campaign performance over the course of a few months of execution.

Note: Discovery calls will be scheduled between the practitioner and interested parties to surface further detail and examples.

Contact

Interested in this opportunity, or want to know more? Contact Kate Wessels at kate.wessels@behavioralpolicy.org for more information