



The Center for Insurance Policy and Research division of the National Association of Insurance Commissioners (NAIC) has an exciting opportunity for a newly created Communications Research Scientist (CRS) position.

We are looking for a team member to enhance our communication of risks related to key NAIC initiatives, with this work being an important component of the NAIC State Ahead strategic plan. Communication channels include direct-to-consumer as well as coordinated multi-state outreach efforts with NAIC member states' Public Information Offices (PIOs). This position would work in collaboration with the Directors of Communications and the Center for Insurance Policy and Research to develop an applied communications research program that address two key components: (1) identify optimal methods for tailoring NAIC communication to reach intended audiences, and (2) evaluate the effectiveness of such NAIC communication on outcomes.

Responsibilities include:

- The CRS will have knowledge in risk communication literature and methodologies and apply such knowledge to NAIC communication initiatives
- The CRS will work collaboratively with NAIC members to employ both experimental methods and survey-based field testing of actual persuasive messages
- Oversee projects that employ different methodological approaches
- Produce high quality applied research to inform and drive NAIC communication efforts
- Engage with various internal and external stakeholders across multiple insurance domains (e.g., life, health, property)

Skills and Abilities:

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- Developing and implementing relevant communications research methodology such as developing a research driven survey questionnaire administered through online survey medium
- Assessing quantitative and qualitative data, with an ability to analyze and interpret information thoroughly; identify relevant data needs
- Strong organizational and project management skills and ability to see project through from creation to completion
- Focused on practical outputs, with excellent writing and oral communications skills
- Flexibility to adapt to changing requirements or current events

Ability to relate to these broad areas:

- Risk and uncertainty in decision making; how information is coproduced, interpreted, and used
- Understanding of methods to measure communication effectiveness



- Understanding of how different communication channels can be used for disseminating information effectively

Minimum Education and/or experience required:

- A Masters in a relevant field (e.g., communication, behavioral and decision-making sciences) with 3-5 years of associated experience
- Ability to travel

Location:

This position has the ability to be located in the Kansas City or Washington D.C. office

Preferred Experience:

PhD in a relevant field (e.g., communication, behavioral and decision-making sciences) with an existing publication record and 2-5 years of associated experience.

Why Work at the NAIC/NIPR?

- Flexible Work Environment
- 37.5 Hour Work Week
- Tuition Reimbursement
- Referral Bonuses
- Choice of Insurance Plans
- Vacation Buy Back
- Infants in the Work Place
- Adoption Assistance
- Parental Leave
- Employee Recognition Programs
- Days Off for Community Service
- Student Loan Repayment Program

The NAIC is proud to be an Equal Opportunity Employer

For consideration, please apply online at:

<http://careers.naic.org>

Applicants for all positions are considered without regard to age, race, creed, color, religion, sex, sexual orientation, gender identity or expression, national origin or ancestry, marital status, pregnancy, genetic information, military or veteran status, disability, or any other basis protected by applicable law.



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