



The Advertising
Research **Foundation**
YOUNG PROS

**Application for
ARF Young Pros
Leadership Opportunities**

*Please return completed form to jkloh@thearf.org no later than **October 9, 2026**. Thank you for your interest.*

About the ARF Young Pros

The ARF Young Pros is a group for working professionals age 30 years or younger in advertising, media and marketing research. The Young Pros hold leadership, networking, and professional development events throughout the year with a focus on cultivating talent and connecting young people to leading industry thinkers.

The **Mission** of the Young Pros is to engage the next generation of industry leaders as valued contributors to the Advertising Research Foundation, and the research community broadly. We do this by providing leadership opportunities for young professionals within the ARF and by creating opportunities for Young Pros to access the wealth of resources available through the ARF and its members. Specifically, the ARF Young Pros provides a place for young research professionals to network, learn, and lead.

Open ARF Young Pros Leadership Roles:

1. ARF Young Pros Advisory Board
2. ARF Young Pros Social Strategists
3. ARF Council Program Young Pros Officers

Young Pros Advisory Board

[The ARF Young Pros](#) is self-governed by the Young Pros Advisory Board. The Advisory Board guides the overall strategic direction of the group and works with the internal ARF team to plan and monitor progress. The Advisory Board attends quarterly Board meetings and programs Young Pros events and manages Young Pros social media and content marketing with our team of Young Pros Social Strategists.

Requirements: No minimum working experience. Must work for an [ARF member company](#). Open to all locations.

Responsibilities: Attend a bimonthly (6x per year) Advisory Board meeting. Attend all ARF Young Pros Events (6 events per year). Lead planning, programming, key takeaway notes for at least one Young Pros event (as part of a team). Be an Ambassador for the Young Pros within your organization. Additional committees and projects may arise.

Young Pros Social Strategists

Young Pros Social Strategists work with the YPAB Social lead to manage Young Pros social media and content marketing. YPSS generates content and oversees the Young Pros social handles on key platforms (Instagram, LinkedIn, Facebook). Through our social platforms, YPSS aim to increase awareness of Young Pros events and opportunities and cultivate a platform for Young Pros to engage with each other and advance their careers.

Requirements: No minimum working experience. Open to ARF members and non-members. Open to all locations.

Responsibilities: Manage, create, and publish original, high-quality content (5-10 pieces of content per month), utilizing Canva. Communicate with industry professionals via social media to create a strong network. Attend a monthly meeting of Young Pros Social Strategists.

Council Officers

[ARF Councils](#) bring together thought leaders from throughout the industry to advance knowledge in key research areas: Analytics, Cognition, Creative, Cross-Platform Measurement, Cultural Effectiveness, Organizational Insights, Pharma, Shopper Insights, Social and the LA Media Research Council (focused on video

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content and distribution). Young Pro Officers join a Council Committee of senior executives and contribute their unique perspective to the Council.

Requirements: No minimum working experience. Must work for an [ARF member company](#). Open to all locations.

Responsibilities: Participate in Committee Calls every three weeks and contribute via notetaking, project management, and engagement with the broader group of ARF Council Community members.

APPLICATION

You may apply to multiple roles. Please complete all fields and indicate your preferences below:

1. **Name:** Click here to enter text.

Title: Click here to enter text.

Company: Click here to enter text.

Phone: Click here to enter text.

Corporate Email: Click here to enter text.

Personal Email (so we can keep in touch if your job changes): Click here to enter text.

Date of Birth (MM/DD/YYYY): Click here to enter text.

Years in current role: Click here to enter text.

Years in the industry: Click here to enter text.

Location (City, State): Click or tap here to enter text.

I am generally able to attend after-hours in-person events in NYC: Y: ☐ N: ☐

I am generally able to attend virtual events during ET business hours: Y: ☐ N: ☐

Preferred gender pronouns: Click here to enter text.

Ethnicity: Click here to enter text.

2. **I am applying to be a (select all that apply):**

☐ Young Pros Advisory Board member

☐ Young Pros Social Strategist (indicate platforms where you have strong competency or interest):

☐ Instagram

☐ Facebook

☐ LinkedIn

☐ Other Click here to enter text.

☐ Council Program Young Pros Officer (indicate all topics of interest below):

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- ☐ Analytics*
- ☐ Cognition*
- ☐ Creative
- ☐ Cross-Platform Measurement*
- ☐ Cultural Effectiveness
- ☐ LA Media Research
- ☐ Organizational Insights*
- ☐ Pharma*
- ☐ Shopper Insights
- ☐ Social*

**Councils marked with an asterisk reflect a greater need.*

3. **Please describe your past experiences and involvement with the ARF and/or ARF Young Pros:** [Click here to enter text.](#)
4. **YOUNG PROS ADVISORY BOARD APPLICANTS** – In no more than 800 words, please describe why you would like to join the YPAB, and which topics you would like to see addressed by the Young Pros, including any suggested events or initiatives for the 2027 program. [Click here to enter text.](#)
5. **YOUNG PROS SOCIAL STRATEGISTS APPLICANTS** – In no more than 800 words, please describe why you would like to become a Young Pros Social Strategist, and relevant experience you have with Social Media Management and Content Marketing: [Click or tap here to enter text.](#)
6. **COUNCIL PROGRAM YP OFFICER APPLICANTS** – In no more than 800 words, please describe why you would like to join the Council Committee(s) selected, and any relevant work experience related to the field: [Click or tap here to enter text.](#)
7. **Please list any related experience you have mentoring, volunteering or serving on the Board of other industry organizations or non-profits:** [Click here to enter text.](#)
8. **It is important that your Manager is supportive of your role on the Young Pros Advisory Board. Please list your Manager's Name and Title and confirm that you've discussed with them your desire to join Young Pros leadership.**

Manager Name: [Click or tap here to enter text.](#)

Manager Title: [Click or tap here to enter text.](#)

☐ I have discussed my desire to join ARF Young Pros Leadership with my Manager

9. **Is there any additional information that you would like to share?** [Click here to enter text.](#)

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Thank you for your application.

Please attach your resume to this completed application and return to Jasmin Kloh at jkloh@thearf.org by Friday, October 9, 2026.

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