

## JOB SPECIFICATION: MEDIA ANALYST (REF: MA2004)

### THE OPPORTUNITY

MediaSense is a global media advisor, empowering leading global and domestic brands to make more informed decisions with their media. An exciting opportunity has become available to be part of our growing Media Performance Team.

Our Media Performance Team has grown considerably over the past two years. We are an interdisciplinary team covering offline and online media campaign analysis, media agency accountability and governance, relationship surveys, agency selection, agency remuneration and ad tech.

We are especially interested in enhancing the digital expertise in our team, and would be particularly keen to hear from people with experience of digital media auditing; ad operations, reporting and analytics at an agency, trading desk or ad tech company; or agency planners and buyers looking to move into a more analytical role.

### THE COMPANY

Media can be a complex and challenging landscape to navigate, we take brands on a journey from where they are to where they want to be; building on existing strengths, removing blockers and maximising opportunities across all components of their media ecosystem.

Helping brands take greater control of their media ecosystem since 2009, we are proud to work with a wide selection of global clients including Adidas, Aviva, BP, Dixons Carphone Warehouse, Lloyds, Sony and Tesco.

Our specialist advisory team brings together expertise from media and digital agencies, technology companies and brand marketing to evaluate the effectiveness of each component, determining where it can be improved.

### THE ROLE

The Media Analyst role comprises a wide range of activities and the successful candidate must be interested in developing knowledge in the following areas:

- Working alongside Performance Managers and Digital Advisors to develop in-depth online campaign evaluations for domestic & international clients
- Working alongside Performance Managers to help develop in-depth media) campaign evaluations for clients in the UK and abroad
- Supporting pitch management projects to evaluate media agency offers and capabilities
- Helping to develop and manage database tools covering all media and markets
- Helping our clients to drive greater value from their media, through intelligent insight and actionable recommendations
- Helping to support the ongoing growth of our company through helping to grow the team and enhance the value proposition to our clients
- Working on a variety of projects, this diverse and challenging role provides an opportunity to learn and develop more broadly than would be achievable in media agencies or media owners

Reporting into multiple Performance Managers and working on a variety of projects, this diverse and challenging role provides an opportunity to learn and develop not achievable in media agencies or media owners. The successful candidate will develop a wide range of skills and quickly develop solid knowledge about the media industry.

## THE ESSENTIALS

The ideal candidate will be highly numerate & methodical, possess natural analytical & organisational skills and have excellent attention to detail, combined with a logical approach and a mature attitude.

The candidate should be able to demonstrate enthusiasm for media analysis and problem solving, in addition to energy and commitment, wanting to develop a career in the practical analysis of business data, and more broadly media consulting. We expect the right candidate to deliver consistent, high quality work and there will be ample opportunity to broaden the role and progress internally after the initial training period.

You are a highly numerate & methodical graduate, wanting to start a career in practical analysis of business data. You are someone with:

- A 2:1 degree or equivalent qualification, preferably in maths, economics, stats
- Media experience beneficial but not essential
- Independent, self-motivated, hard working with strong attention to detail
- Numerate, articulate and finding the challenge of deriving insight from data exciting
- Excel skills, any knowledge of reporting software, additional analytical tools, databases, programming languages is a plus
- Clear and methodical approach to processing, arranging and extracting information from data
- Flexibility and willingness to get stuck-in with tasks normally the domain of a much more experienced employee
- Desire to work for a small, rapidly growing company where each individual's contribution must contribute to that growth, and a self-starting attitude is vital

## WHAT YOU CAN EXPECT

We care about employees and their career development. We offer a competitive salary and benefits package. You will receive on the job training provided from our experienced media professionals and attend external courses as appropriate.

From the start you will be involved in high value projects and have the opportunity for direct access to senior management.

If you are interested in applying, please contact Nick Sigley, [nick.sigley@media-sense.com](mailto:nick.sigley@media-sense.com)  
(Please no recruitment agencies)

For more information, visit [www.media-sense.com](http://www.media-sense.com)