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# Example of Media Analyst Job Description

Our company is growing rapidly and is looking for a media analyst. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for media analyst

* Communicate, either verbally or in writing, our TV and Radio Brands’ performance
* Contribute to the development of programming strategies for clients
* Identify and anticipate managers’ needs for research and information on the radiobroadcasting market
* Design, conduct and manage quantitative and qualitative studies
* Maximize the use of available databases
* Keep track of media trends
* Become expert on all MediaMath systems and processes, reporting and analytics (e.g., data architecture, attribution, T1 interface, reporting & dashboards, APIs, ETL/integration points, real-time/asynchronous methods for exchanging data)
* Experience in analytics and reporting in Business context (e.g., marketing analysis, media measurement, strategic planning)
* The ability to analyse data, present reports and create marketing dashboards
* Sound knowledge of online media, technology and research is a big plus

## Qualifications for media analyst

* Extensive experience with analytic tools/software such as SAS, SPSS, MS Access, Cognos, Tableau, Adobe
* Knowledge of DSP (Demand Side Platform) and DMP (Data Management Platform) to extract campaign analytics data
* CRM and/or Paid Media experience preferred
* Ability to work proactively in a fast paced, dynamic environment and ever evolving environment where ad technologies and methodologies change often and rapidly
* Ability to work well within an environment involving high quantity of product, established (and frequently tight) timelines, and interaction across a variety of departments
* Minimum 2 years prior experience in TV/film production or operations-related functions including program delivery, formatting, scheduling, standards and post-production