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# Example of Media Analyst Job Description

Our innovative and growing company is looking to fill the role of media analyst. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for media analyst

* Daily subscription of system error reports
* Periodic update of Media Status Report into BOX and Workfront systems
* Analyze new software that could be added to VOD production lab environment to help improve workflows
* Main point of contact with external vendors regarding VOD lab hardware and software troubleshooting and enhancements
* Media Systems include but not limited to Production Digital Asset Management (pDAM), Invenio, APT Isilon, Aspera Connect, PIX, iWeb
* VOD Lab programs include but not limited to Vantage, Baton, Argonovis, Isilon, MacCaptions, Sequence
* Works with syndicated and internal research resources (Nielsen, Scarborough, comScore, Experian, Polk, Kantar) in order to profile consumers, analyze market trends, and create simplified, story-based presentations in support of sales efforts
* Gathers and interprets research on marketplace and media trends
* Partners with sales management and department leaders in order to develop and execute sales strategies, and support company initiatives
* Understands the basics of media research

## Qualifications for media analyst

* Working knowledge of databases is essential
* Working Knowledge of advanced platform delivery requirements, including VOD, DAI and TVE is essential
* Prior experience with various file types and specifications for digital file content delivery a plus
* 2 years previous Media or Digital Operations experience within a television network
* Communicate to customer information regarding system outages updates on their requests
* Knowledge of Media Industry systems such as Media Ocean’s Reppak, Agency OX or DS, Wide Orbit, Harris’ OSI, Imagine or Medialine, Strata