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# Example of Media Analyst Job Description

Our company is looking for a media analyst. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for media analyst

* Reviews cable and Hispanic buys and provides feedback to media managers, stays up to date on programs and specials
* Own analysis and reporting on editorial coverage and media events
* Work with editorial leads to successfully scope, set-up, execute and track campaign data and performance measures
* Utilize internal tools to write queries and partner with data engineers to synthesize raw data and help develop clear and concise insights quickly, in an focused and digestible manner
* Design and execute efforts to help the editorial team improve key metrics such as repeat visitation, content recirculation, and social traffic referrals
* Station specialist for assigned markets (SF, Sacramento, Seattle)
* Weekly & Sweep & Program Tracking Reports
* Process & analyze competitive trend reports during/after each sweep
* Complete requests for customized presentations
* Create PowerPoint Slides illustrating the success of our stations

## Qualifications for media analyst

* A team player and an effective communicator
* A Bachelors Degree with 2-4 years experience in Digital Advertising, whether at a Media Agency, Ad Tech company or Publisher
* Media Analytics/BI team experience preferred
* Basic SQL experience preferred
* Comfortable working with large, unstructured data sets and creating data visualizations
* Knowledge of the mobile advertising ecosystem/technologies preferred