

Media Analyst

Reporting to: *Head of Operations Strategy*
Department: *Operations*
Location: *London*
Contract: *Permanent – Full-Time*

We don't just collect data, we connect data. YouGov is an international data and analytics group with the ambition to become a unique part of the global internet infrastructure - like Google for search, Facebook for social, Amazon for retail, we want it to be YouGov for opinion. Our value chain is a virtuous circle consisting of a highly engaged online panel, innovative data collection methods and powerful analytics technology. From the beginning we had one simple idea: the more people are able to participate in the decisions made by the institutions that serve them, the better those decisions will be. We are a global online community for millions of people, and thousands of organisations, to engage in a continuous conversation about their beliefs, behaviours and brands, and provide a more accurate portrait of what the world thinks. As a sports Media Analyst, you'll become the subject matter expert in TV audience ratings, media consumption and the wider media landscape.

What will I be doing day to day?

- You'll be running searches and extracting data from audience ratings software, eg TechEdge and MyETV
- Provide expertise in project scoping and client deliveries in the appropriate metrics and data points
- You will be responsible for preparing broadcast and audience data reports for the client service team
- Analyse broadcast and audience data and provide insights into trends and outliers
- Deliver deep insight into shifts in media consumption and changes in the sports broadcast landscape

What do I need to bring with me?

- 2-4 years' experience within a media research field. Broadcaster or media buying experience is advantageous
- Strong analytical skills with the ability to explain patterns, trends and outliers
- Knowledge of the sports, sponsorship/entertainment business a plus but not required
- Efficient user of MS Office, specifically advanced Excel
- Knowledge of BARB or other TV audience ratings data measurement and metrics
- Excellent written, oral and electronic communication skills

Small Print

Please note that this is not an exhaustive list, and we need you to be flexible in your approach to carrying out your duties, that may change from time to time to reflect changes in the business' needs. YouGov therefore reserves the right to vary your job description in consultation with you.



Some additional information . . .

This is a permanent, full time role (37.5 hrs) based this permanent, full time in our London HQ in super-cool Old St! Want to find out more? Check out our [website](#)...

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