

Billetts America is seeking a Media Analyst

BILLETTS AMERICA is a media effectiveness consultancy, based in Manhattan, majority owned by billetts, the leading marketing effectiveness consultancy in the UK. A five year old company, BILLETTS AMERICA has more than thirty major advertiser customers today (counting Nissan, Pepsico, Ace Hardware and Royal Bank of Scotland among them) and is growing. We set as our goal to deliver an unfair competitive advantage for each of our clients. We do this by monitoring advertisers media performance on both a cost and quality basis, conducting a comparative evaluation against a tailor made list of competitors, quantifying the advantage the client earns and providing an agenda for continuous improvement for both the client and the agency.

As a result of our growth and increasing new business demands, BILLETTS AMERICA is seeking a Media Analyst to join the team.

Media Analyst

BILLETTS AMERICA is currently looking for an enthusiastic and dynamic professional to join the team. Working across a varied and high profile list of clients, you will be contributing to the development of this fast-growing media consultancy.

We are looking for someone with a Bachelors degree and 3-6 years experience in a field that provides related experience, ideally including media agency background. This important role will entail producing analytical projects (working with Nielsen, TNS, SQAD, BILLETTS AMERICA proprietary cost database, etc.), liaising with agencies, presenting findings to clients and contributing to the development of new business. As a member of the core team, you will have a very active and significant role in the development of the business and you will see daily proof of the impact of your ideas and hard work. Excellent communication skills a must, numeric and Microsoft Office skills are also essential (mastery of Excel and Powerpoint is important, knowledge of Access and experience with pivot tables a plus).

Specific strengths we are looking for in a Media Analyst;

- Self-starter
- Ambitious
- Detail-oriented and analytical
- Inquisitive
- Innovative
- Confident

The ideal candidate is the type of person who...

- Is comfortable working with numbers and developing detailed analyses
- Can balance multiple projects at the same time and can set goals without daily supervision
- Is interested in strategy
- Can craft a story from lots of data
- Has the commitment and perseverance necessary to produce mistake-free work
- Is serious and competitive by nature -- expects to be the best

The ideal candidate is NOT the type of person who...

- Relies on the social structure of a big company
- Views the numbers part of media as a 'necessary evil' and aspires to be highly creative
- Uses the phrase 'Good Enough' when assessing their work
- Feels they work best when they leave things until the last minute