

**Billetts America Job Description:**

**Senior Media Analyst**

**Title:** Senior Media Analyst  
**Reports to:** Managing Director  
**Key Working Relationships:** Clients, Media Agencies, Billetts Team Members

**Key Objectives:**

1. To deliver client requirements on time and within resource so that expectations are met and/or exceeded every time
2. To organically grow the relationship with clients through the range of available services
3. To contribute to the ongoing development of Billetts America as a company via a consistent level of innovation.
4. To help train and develop other members of the team; to ensure that the work of team members is up to the high standards of the Senior Media Analyst

**Specific Responsibilities:**

<b>Task / accountability</b>	<b>Competencies</b>	<b>Outcome / level required</b>
Ensure delivery of the client requirements, to the contract	<ul style="list-style-type: none"> <li>• Organization/ Administration</li> </ul>	<ul style="list-style-type: none"> <li>• All client meetings are organized in a timely manner</li> <li>• Workload managed and distributed equitably</li> <li>• Positive feedback from clients, agencies, analysts</li> </ul>
Maintain/develop regular client and agency contact (appropriate to client)	<ul style="list-style-type: none"> <li>• Communication</li> <li>• Client focus</li> </ul>	<ul style="list-style-type: none"> <li>• Retention of client</li> <li>• Positive feedback from client to MD or via customer service questionnaire etc.</li> </ul>
Consistently, gradually enhance the level of productivity for the team. Including but not limited to: More team multi-tasking more depth of analysis, shorter completion times	<ul style="list-style-type: none"> <li>• Knowledge of Services</li> <li>• Ability to maximize team's value to BA</li> </ul>	<ul style="list-style-type: none"> <li>• Evidence exhibited of increased output</li> <li>• To be developed KPI improvement</li> </ul>
Delivery of effective client presentations	<ul style="list-style-type: none"> <li>• Presentation skills</li> <li>• Problem solving</li> <li>• Market knowledge</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to lead the client presentations without the presence of the CEO or MD</li> </ul>
Manage team to full potential	<ul style="list-style-type: none"> <li>• Leadership</li> <li>• Work Delegation</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Effective motivation of team members</li> <li>• Co-Responsibility (with MD) on team member evaluations</li> <li>• Effective communication of progress and challenges to MD</li> </ul>

**Minimum Qualifications:**

- Quantitative media background, 7-10 years experience, ideally in media auditing, and having worked at a media agency.
- Strong analytical skills, numeric and Microsoft Office skills essential (mastery of Excel and PowerPoint)
- Excellent communication skills a must

**Billetts America Core Competencies**

Below are the core competencies we look for in every individual within the company:

**Team Work**

- Works well in a team - proactively supporting other members, respecting views and ideas, sharing workloads and success

**Communication**

- Listens effectively and communicates clearly and concisely.
- At all times is open, helpful, courteous and approachable.

**Customer Focus**

- Understands the needs of external/internal customers: who they are; what they need; how we can deliver
- Is aware of the impact of your role with regard to your customers.

**Commercial Awareness**

- Understands Billetts' business objectives and how your goals and targets relate to them.
- Appreciates the importance of deadlines, deliverables and high standard of quality work.
- Represents the company in a positive way at all times.

**Problem Solving**

- Seeks most effective and efficient solutions through a willingness to tackle all problems.
- Is open to new approaches and sees problems as a challenge.
- Seeks help when needed from most relevant person(s) in Billetts i.e. not just within team

**Personal Responsibility**

- Takes responsibility for managing own time, workload, development and output.
- Is considerate of attitude, behaviour and impact on others.
- Has pride in your work, personal standards and commitment.
- Is proactive

**I.T. Literacy**

- Confidently uses Outlook, Excel, PowerPoint and Word

.....and importantly, simply someone others would want work with.

**About Billetts America**

BILLETTS AMERICA is a media effectiveness consultancy, based in Manhattan. Our sister company is Billetts (based in London and the leading marketing effectiveness consultancy in the UK) and our parent company is Ebiquity. For more information see our website at [www.billettsamerica.com](http://www.billettsamerica.com)