

GRADUATE US TV RESEARCHER

SALARY	Starting salary in the region of £18,500
LOCATION	Combination of working from home and Taunton head office
JOB TYPE	Permanent, full-time (37.5)
START DATE	ASAP 2021

Confident with numbers and data? Interested in what drives people to watch TV and how they consume media?

If yes, then apply to join the TRP Consult team. Our TRP Consult team works with the world's largest media companies in the US to help them use data to make evidence based strategic and tactical decisions in their businesses.

ROLE DESCRIPTION

This is a great opportunity if you're wanting to take the first step into the media research industry. We'll provide all the training you need on the data and methodologies we use, including text writing, analysis, Excel, Access and PowerPoint. What we're looking for from you is enthusiasm and a desire to learn and develop.

You'll be working as part of a team to deliver projects that help clients to:

- Understand their audiences evolving viewing habits
- Explore the effectiveness of their marketing campaigns
- Identify the effect of the fragmented media world on their viewership behaviour

You'll learn to track viewer behaviour to establish why audiences watch what they do, how effective promotional messages are and how to advise clients on their business strategy. You'll start by taking on responsibility for aspects of projects, and as your knowledge of the data and techniques grows you'll work towards eventually managing and delivering whole projects to clients in the US.

Our Development Scheme will support you in this journey. Current team members have developed from similar graduate positions to senior positions within this team.

SKILLS AND EXPERIENCE

We're looking for someone who has:

- A degree level qualification or equivalent in a linked field such as maths, science, social sciences where you have been used to handling and interpreting big data sets
- Excellent written and verbal communication skills
- Strong numeracy skills
- The ability to see "beyond the numbers" to spot trends and patterns, and add meaning and insight to data
- The ability to spot errors in data - noticing when it looks weird, and being curious enough to find out why
- The ability to manage own workload and good time management - including juggling multiple priorities
- Strong data visualisation skills

CHARACTERISTICS

We're looking for someone who:

- Is keen to learn and develop
- Is enthusiastic and approachable
- Has excellent attention to detail
- Is comfortable working with large data sets
- Is able to use their initiative
- Is adaptable and flexible. The ad-hoc nature of the work means what you're working on tomorrow/next week/next month may be unknown, or change with very little notice

Closing date for applications is **Friday 3rd September**. TRP Research Ltd is an equal opportunities employer.

