

ENTRY LEVEL RESEARCH ANALYST

SALARY	Starting salary in the region of £19,500
LOCATION	Taunton office with Hybrid & Remote working options
JOB TYPE	Permanent, full-time (37.5hrs a week)
START DATE	From late October

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

At TRP Research Ltd, we combine our knowledge and expertise of the media industry with existing and primary data sources to create meaningful research for our clients. Our **TRP Consult** team works with the **world's largest media companies** to help them use data to make **evidence based, strategic decisions**.

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 how audiences watch TV, 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. Our **Development Scheme** will support you in this journey. Current team members have developed from similar starting roles to senior management positions within this team.

SKILLS AND EXPERIENCE

We're looking for someone who has:

- Strong numeracy skills
- Excellent written and verbal communication 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
- Working knowledge of Microsoft Excel is desirable

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

WHY TRP RESEARCH?



Our in-house Development Scheme will help shape your career development within TRP Research and give you a tailored path towards progression.



You will be entitled to 22.5 days of holiday plus bank holidays and your basic entitlement increases with each year of service. We also operate Holiday flexibility, allowing you to carry holiday from one FY to the other and purchase an additional ten holiday days.



On successful completion of a minimum 3-month probation period you will also be entitled to Healthcare and Travel Insurance.



Our Bicycle and Tech Purchase schemes allow you to buy products via salary sacrifice in a tax efficient way over a twelve-month period. Whilst Payroll Giving allows you to make charitable donations.



We recognise that you may prefer to split your working week between our offices and your home for reasons of flexibility and work/life balance, and encourage everyone to engage in a discussion with their Manager about their preferences

To apply, please email us your CV alongside the application form available on our website. Closing date for applications is **Friday 7th October**. TRP Research Ltd is an equal opportunities employer.



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