

Research Analyst – circa 22.5k

Department: Media Department
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Reports To: Research Analyst
Hours: Full Time (37.5hrs)

SMG Insight (<http://smg-insight.com/>), through partnership with YouGov, enables world-leading sports governing bodies, sponsors and sports investors to meet their strategic and business objectives

Overall Objective

- To produce sports based broadcast and sponsorship valuation reports for clients including sponsors, event organisers and sporting governing bodies

Key Responsibilities

Media Reports

- To liaise with suppliers to ensure accuracy and timely delivery of data
- To scrutinise and check Microsoft Excel data provided by suppliers
- To perform advanced media valuation analysis and calculations in Microsoft Excel using functions such as pivot tables, vlookup and data filters
- To produce written media reports:
 - o To possess a good, clear writing style and understand different uses of tables, charts and commentary
 - o To write, with guidance, report chapters and presentations
 - o Proof reading
 - o Liaising with a freelance graphic designer

Online Dashboard

- To help maintain the media dashboard and liaise with YouGov's IT team to resolve technical issues.
- To format and upload large amounts of data in .csv format
- To manage and create users on the system

General

- To ensure all reporting and management requests are accurate and delivered on time
- To protect SMG Insight in all client relationships and act with integrity at all times
- In exceptional circumstances, successful candidates may be required to work longer hours in order to meet deadlines

Skills required

- Ability to deliver results, meet deadlines and manage time effectively under pressure
- Advanced Excel skills – including creating pivot tables, filtering data and replication of formulae using constant values
- Excellent interpersonal skills
- Ability to learn new skills quickly through both structured training and self managed on the job practice.
- Strong initiative and influencing skills
- Problem solving, analytical and numerical skills
- Excellent written, oral and electronic communication skills

Personal attributes

- Self-discipline
- Self motivation
- Positive attitude
- Excellent organisational skills
- Professional attitude

Experience required

- 1-2 years of experience in a research/analytics environment are essential
- Keen desire to learn about the business and media sides of sport
- Previous media research experience is highly desirable but not essential

Education and qualifications

- Fluent written and spoken English
- Microsoft Office experience essential, including excel to a high standard.