

GRADUATE US TV RESEARCHER

Salary	£19-22K + benefits, dependent on skills/experience
Location	Taunton, Somerset
Job type	Permanent, full-time
Working hours	40hrs per week. Additional hours may be required.
Start date	ASAP

Interested in TV and the media? Feel confident with numbers and data? Want to exploit these skills and your analytical mind? Open to international travel?

If yes, then build a Media Research career in the South West with TRP Research.

We are looking for graduates or those seeking entry level opportunities to join our Strategy Analytics team based in our Taunton head office. The Strategy Analytics 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

The positions we're looking to fill are entry level, so 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. By taking responsibility for parts of the projects to begin with, your knowledge of the data and techniques will develop; we will help you take more responsibility as your experience grows with the objective that you will eventually be able to manage and deliver a whole project to clients in the US.

Our Development Scheme and Management process will support you in this journey and tailor it to your skills and preferences. 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:

- Excellent written and verbal communication skills
- Strong numeracy skills, with a focus on being able to see beyond the numbers to add meaning and insight
- Ability to manage own workload and the adaptability to be able to re-prioritise in order to accommodate wider team needs
- Strong data visualisation skills
- Good academic record

CHARACTERISTICS

We're looking for someone who:

- Is keen to learn and develop
- Is enthusiastic and approachable
- Is conscientious
- Has excellent attention to detail
- Is comfortable working with large data sets
- Is able to use initiative



WHY TRP RESEARCH?

TRP Research Ltd is an independent supplier of media measurement, reporting and analysis. We work with broadcasters, programme makers, distributors, government departments, sports organisations, industry bodies and others.



Our in-house Development Scheme will help shape your development within TRP Research and will 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.



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

HOW TO APPLY

We require you to complete an application form which is available on our careers page. We do not accept CVs.

Please click the “Apply Now” link on our careers page to send us a completed application form or email Rosalie (rprice@trpresearch.com) if you have any questions and would like to receive a copy of this job ad.

Closing date for applications is **Friday 10th May**. TRP Research Ltd is an equal opportunities employer.