



Data Analyst – Media Research | Westlake Village, CA

Job Type:	Full Time	Travel:	None
Experience:	2+ years	Education:	B.S./B.A.
Salary:	Competitive, depending on experience		

Job Description:

SmithGeiger LLC is the media industry's leading market research and consulting firm. Our clients include a Who's Who of broadcast networks, cable networks, major studios, local television stations, distribution and production companies, program syndicators, technology companies and Internet companies. Our clients rely on us for strategic research and on-going counsel to provide insights that allow them to meet their business objectives.

Are you excited to uncover trends and help find signal stories in the noise of data? Then this position is for you! We're looking for sharp, driven individuals who will join our team by analyzing market research data and help tell compelling stories for our clients. Projects include: national and local-market TV/media research projects for streaming platforms, cable channels, broadcast networks, technology and gaming companies, major internet providers and local television stations.

There are many opportunities for growth in our rapidly expanding company. We are seeking unique, talented people who combine quantitative research skills with an ability to convey complex concepts to business leaders. We offer highly competitive compensation packages for motivated and ambitious individuals.

Responsibilities:

- Check and validate programming logic of marketing research surveys.
- Work closely with internal groups and vendors to manage data reporting after collection.
- Validate, manage and process large datasets.
- Analyze data according to protocols developed by research management.
- Create data tables with appropriate statistics.
- Build reports created in Excel as top-line results for our clients.
- Develop and maintain data analysis and reporting tools.

Requirements:

- Bachelor's Degree in an empirical/technical field.
- Two years of experience in market research, programming, data analysis or a related field.
- Excellent problem-solving and analytical skills.
- Excellent computer skills – expert/high efficiency in Excel and SPSS with additional experience in other productivity and other statistics software a plus.
- An ability to manage multiple projects and meet deadlines.
- An ability to create charts and tables in a report structure that tells a compelling story.
- Must work well in a team environment.
- VBA and Python programming experience a plus.

Educational Requirements:

Bachelor's Degree or higher in market research, statistics, computer programming, engineering or any related technical field.

Other Considerations:

Proven interest in news, entertainment or media—based on past experience—is a big plus. Our office is in Westlake Village, near Thousand Oaks, 40 miles northwest of Los Angeles.

Please submit resume and cover letter to: careers@smithgeiger.com

Cover letters are required, you will not be considered for an interview without a cover letter.