



The aim of this position is to undertake qualitative (i.e communication and content-focused analysis) and quantitative research, analysis and interpretation of Nielsen and third party data to produce insight analysis and thought leadership. The post-holder will be responsible for producing insight reporting in response to client briefs and internal needs. They will also be advocating insight capabilities and reporting with internal stakeholders as well as clients.

Senior Research Consultant

Responsibilities:

- Working closely with clients and commercial teams, produce custom insight reporting to answer ad-hoc client briefs
- Produce and evaluate self-responsibly on-going, regular insight reporting as required, either against client brief or as part of a cross-client delivery
- Create ad-hoc and regular insight reporting, as required for internal sales support, Marcomms and associate knowledge of the marketing and media landscape
- Take autonomous responsibility for managing individual clients from on-boarding, briefing, client delivery and after-care
- Create costings for client requests, using understanding of pricing structure to ensure profitability and revenue growth
- Ensure deadlines are met and presentations are produced within a high degree of quality
- Lead relevant client facing meetings, and present analysis where required
- Attend and present at industry events and conferences
- Respond to client feedback, ensuring issue resolution where required
- Ensure a high level of knowledge of Audience Measurement solutions, data and methodologies
- Keep abreast of Media industry news, events and current topics

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Skills:

- Data analysis and interpretation
- Excellent written and verbal communication
- High standard of MS excel, PPT and Word and Google Sheets, Slides, Docs knowledge
- Knowledge of macro and script programming
- Knowledge of social listening tools, including the ability to program dashboards and analyse owned/earned data
- Organisation and project management skills
- Client centric mindset
- Problem solving & analytical thinking
- Active listener, proactive, patient & tenacious
- Knowledge of the Media Industry
- Passionate about building storytelling through qualitative and quantitative data
- Client facing presentation skills
- Preferred languages - English (advanced) or German (advanced)

What we offer:

- A hybrid work model for work-life balance
- Well-located office at Burakowska 14 - next to Arkadia Westfield Centre (newly designed office, bicycle parking facilities, 7th floor terrace with view over Warsaw)
- Additional days off for well-being: Mental Health Day, Birthday day plus December day if all annual leave has been used up
- Nielsen Impact Days - up to 3 days a year for voluntary work
- Private health care and discounted gym (Multisport), well-being programmes
- Development opportunities: access to courses and webinars

Apply via <https://jobs.lever.co/nielsen/91f50679-3503-4c1c-875b-8b69cafa385b>
Or by email to Wiktoria Milcarz (She/Her/Hers) wiktoria.milcarz@nielsen.com