



General Information

Position Title: Jr Market Analyst
Reports To: Manager, Market Analysis
Direct Reports: No

Company Overview

Beyond Media Placement's client is based in Minneapolis, MN. They provide a smarter way for their customers to grow by making print and local online a critical component of their overall media mix. They make the process of planning, buying and executing digital and print advertising easy so their clients can focus on moving their business forward. Through a nationwide network of publisher partnerships, client-centered account teams, innovative buying strategies and cutting-edge workflow technology, today they are one of the premier print media companies in the industry. When you work for our client, you'll be part of a team that is passionate, engaged and tackling new challenges on a daily basis. It's fun, hard and satisfying work, and it shows in the fact, the people who go there tend to stay there.

Position Overview

The Jr Market Analyst will act as an expert on publication distribution logistics and market coverage options within a designated region. He/she will collect and interpret the data and make it available in the planning systems. He/she will need to develop and improve internal and external processes and relationships relating to data acquisition and usage. He/she will support the Market Analyst in daily projects and tasks.

Primary Responsibilities

- Become the expert on publications and market trends in regard to circulation and zoning
- Effectively communicate and maintain working relationships with client services and buying teams to ensure projects are completed correctly and on time
- Own and execute a variety of special projects as assigned by account teams and/or manager
- Develop best practices / streamlined processes to improve the way publication distribution information is gathered, maintained and analyzed
- Contribute strategically (and provide insight for) ongoing system enhancements
- Establish relationships with publications to ensure needs/requests for newspaper specific information are provided in an accurate and timely manner
- Work directly with publications to resolve inconsistencies in circulation reports, zoning requirements and/or other complex issues
- Track and communicate industry trends that relate to circulation and media buys
- Gather, interpret, enter and maintain newspaper zip code and zoning information within order management system
- Create various reports as related to functions/needs of job or special projects

Qualifications

The candidate must have the following qualifications:

- College Degree
- Excellent problem-solving skills
- Ability to analyze and make strategic decisions using multiple points of data
- Strong computer skills/literacy (Microsoft Outlook, Word, Excel, internet)
- Ability to manage data in and create reports from Excel
- Strong attention to detail, ability to proofread numeric and written documentation
- Exceptional organizational skills with the ability to maintain own workflow and meet deadlines
- Must have a can-do attitude and the ability to multi-task in a fast paced environment
- Confident, independent, self-motivated and success driven