

## **Research Analyst Job Description**

### **Essential Functions (Responsibilities):**

NBC Universal is looking for a researcher with a passion for the broadcasting and cable business who possesses a strong background in statistical analysis and demonstrated facility with research software applications. Work directly with SVP Broadcast and Cable Entertainment Research on projects that support cross network positioning for sales, programming, press, new business opportunities and issues that impact the television landscape. Provide detailed analyses, reports, presentations, and highlights covering NBCU's entertainment portfolio – broadcast and cable.

### **Qualifications/Requirements:**

- Bachelor's degree required.
- Minimum of one year experience in media research with previous experience in network or cable or with an agency or supplier
  
- Experience with Nielsen audience data, and systems including NPower, Galaxy Explorer.
- Demonstrated expertise using Microsoft Office applications including Excel, PowerPoint and Word.
- Excellent writing and verbal communication skills.
- Ability to quickly learn new data systems.
- Team player with ability to meet tight deadlines required.
  
- While not required, familiarity with Nielsen systems, MRI, Simmons, IAG and TNS a plus.