Kantar Millward Brown – Media & Digital is seeking a Client Analyst for our West Coast Agency practice. The Client Analyst assumes ownership of projects for assigned accounts, including initial scoping, client communication, and project management. He or she will also develop questionnaires, drive data analysis and interpret research results. A Client Analyst functions independently while working collaboratively with teammates and internal support staff. The Client Analyst role will tap into a variety of skillsets, including: strengthening your analytic approach, presentation skills, digital media fluency and project management. Our teams work with some of the top brands, publishers, and digital agencies and we are looking for someone who can help contribute to our continued success and rapid growth.

A leading research agency, we help clients to grow great brands and improve marketing efficiency by analysing, interpreting and understanding the world around us. At Kantar Millward Brown, our services include qualitative solutions, neuroscience, brand equity and advertising, media and digital effectiveness. Join us and you’ll be part of 30,000 colleagues and 12 world leading research, data and insight brands at Kantar. At the heart of WPP, our unique

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consumer insight inspires clients to flourish in an extraordinary world.

KEY OUTCOMES

- **Communicate effectively**: Utilize effective communication skills in-person, over the phone and via email with internal and external clients. Develop an approach/system for communicating key project considerations (i.e. recruitment concerns, technical issues) with team members.

- **Help grow client relationships**: Build and strengthen client relationships by supporting accounts with excellent client service and listening to/anticipating their needs.

- **Execute research**: Support team members in any and all necessary aspects of research execution. Contributions include but are not limited to media plan review, working with Ad Operations, submitting report requests, designing surveys, and writing reports.

- **QA projects**: With supervision and coaching, you will be responsible for playing an integral role in overall project quality by the continuous monitoring of sample/data and creative activity while providing QA support for surveys and reports.

- **Hone your presentation skills**: Practice and refine presentation skills through internal initiatives with managers and team-members.

CAPABILITIES

- 1-2 years of experience in digital media and/or market

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Client Analyst, Media & Digital – Agency Practice

- Bachelor's degree (Psychology, Economics or Social Sciences preferred)
- Understanding of how digital advertising fits into the marketing cycle - able to discuss with clients/partners in the context of broader business questions
- Ability to work with clients and Business Development to execute market research projects
- Track record of managing multiple projects and meeting deadlines
- Strong analytical and critical thinking skills with the ability to tell a story from data
- Excellent written communication skills
- The ability to build and maintain internal and external relationships
- Knowledge of statistical software (SPSS, SAS etc.) a plus

JOIN US
At Kantar we have an integrated way of rewarding our people based around a simple, clear and consistent set of principles. Our approach helps to ensure we are market competitive and also to support a pay for performance culture, where your reward and career progression opportunities are linked to what you deliver. We go beyond the obvious, using intelligence, passion and creativity to inspire new thinking and shape the world we live in. Apply for a career that's out of the ordinary and join us.

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