



Position Announcement for  
**Market Research Analyst**

**Summary**

OPB seeks a Market Research Analyst to provide strategic insights and guidance to staff regarding any and all research-related activities and for managing all research resources. This is a full-time, non-exempt, regular status position with benefits.

**Position Details**

**Primary Duties/Responsibilities:**

The Market Research Analyst is responsible for providing strategic insights and guidance to staff regarding any and all research-related activities and for managing all research resources. Duties also include managing the creation and distribution of sales materials; creating presentations, proposals and schedules for sales team; conducting sponsorship and rates analysis, and identifying prospects.

**Working Conditions:**

Typical office environment which includes extended periods of using a computer. Occasional use of hand truck and/or cart to move heavy objects in setting up for special projects and events. Some travel locally for client meetings. There may be some evening or weekend work to help with special events.

**Required Qualifications:**

- At least one year of experience in a radio sales or ad agency environment.
- Extensive experience with the application of Nielsen quantitative radio data (such as in the context of being a media buyer, agency executive, someone in radio sales or on client-side marketing, etc.)
- Experience with all or some of the following:
  - Tapscan qualitative
  - Primelingo qualitative
  - PPM Analysis Tool
  - Doubleclick for Publishers
- Advanced skills in Word, Excel and PowerPoint, and basic graphic design
- Effective communication skills (verbal and written)
- Ability to think strategically and simplify the complex
- Strong analytical capabilities, and the ability to quickly learn new data interfaces
- Motivated, self-starter, committed to excellence and accuracy
- Flexible, organized, and unflappable, with ability to multi-task and prioritize requests from a variety of people, such as prospects, clients, staff and senior management

**Preferred Qualifications:**

- Bachelor's degree in Business, Communications, Marketing or related field
- Experience in a TV or digital sales environment



- Experience with application of Nielsen quantitative TV ratings and Google Analytics data
- Understanding of media measurement research, audience demographics, digital and program ratings
- Experience with the following data/programs:
  - Salesforce
  - MRI
  - Presentation tools beyond PowerPoint, such as Prezi, SlideRocket, etc.
- Appreciation for and experience in public media

**To apply:**

- Please send an email or letter of interest requesting the instructions on how to apply for this position (Market Research Analyst) to [hr@opb.org](mailto:hr@opb.org) or OPB Human Resources, 7140 SW Macadam Ave., Portland, OR 97219.
- Instructions on how to apply will be sent within 24 hours of receiving the letter of interest Monday through Friday. If a letter of interest is sent over the weekend or a holiday, application instructions will be sent by the end of the next business day.

**Application Deadline**

All application materials are due by: May 3, 2016, 5 p.m. (Pacific Time).

