



Job Description: Media Insights Manager
Status: Full Time
Location: New York City, USA

About Spotzer Media Group

Spotzer is the first global advertising agency dedicated to making high quality video advertising fast, affordable and highly targeted. www.spotzer.com.

We offer a remarkably affordable online library of creative, ready-to-air commercials produced by industry-leading professionals from around the world.

We also help our clients plan and buy video spots across multiple advertising media, including television, the web, and out of home TV (location specific, narrowcast networks). We use the latest technologies for targeting advertising to limited geographic areas and well defined demographic audiences. This helps our clients better target their customers and brings efficiency and cost-effectiveness to their video advertising.

By following our 3-step process, our clients can:

1. Purchase rights to use one of our pre-produced commercials with a degree of exclusivity that matches their specific needs and budget.
2. Personalize a selected commercial with their logo, pictures, slogans and contact information.
3. Develop highly targeted media plans based on their specific objectives, audience and budget.

Spotzer levels the playing field by giving businesses more affordable marketing weapons to quickly respond to competitors and the changing needs of their customers. And we back up our process with robust account management and customer service teams to help ensure the success of our client's media campaign.

Position overview:

We are building out our media team and we are looking for a team-oriented, resourceful, and experienced **media insights manager**. He or she will help us deliver strategic insights across categories for our clients. In addition, this person will help us create sales collateral and support our sales teams in the US and the Netherlands.

The opportunity will appeal to an individual who relishes innovation and who has the ability to operate in a pioneering, ambitious and fast-growth environment.

The position will be based in New York City, New York.

Spotzer has an international working environment and we value international work experience and language skills.

Responsibilities include:

- Support the sales teams and planners by providing relevant consumer/ category insights
- Assess target audience behaviours / trends / competitive landscape as they relate to the category

- Develop resources that assist in the development of sound media plans and strategies that align with both the target audience and client strategy
- Actively support our automated media planning activities with problem solving and category / client specific services
- Assist in the design and development of next generation automated solutions

Experience required:

The ideal candidate is someone with the following profile:

Qualifications and Experience

- 4-5 years of solid agency experience with a focus on research and insights, plus experience in developing media strategies
- Excellent research and presentation skills
- Outstanding attention to detail combined with an ability to see the big picture

Education and Skills

- College degree required
- Sharp, great with research, ability to think, good with numbers
- Strong analytical skills
- Good spoken and written English language skills are essential.

You must have a willingness to step outside your comfort zone and help us shape a new paradigm for media buying and planning!

Spotzer Media Group is an equal opportunity employer and offers competitive compensation and benefits.

If you are interested in joining a winning team and believe you could make a difference to our business please e-mail your resume for confidential consideration to jobs@spotzer.com.