

Media Analyst Job Description

- Using various numerical and IT tools to analyze campaign performance and research results
- Entering data into client databases, as well as helping to inform the decisions of media buyers and coordinators
- Observing and examining whether media coverage was positive or effective
- Working in conjunction with media buyers and coordinators in order to examine how often the media mentions their product or service
- Writing well-organized reports
- Taking into account the number of visitors the company's page gets, how influential its affiliate sites are, and critically examining feedbacks
- Looking into useful details about coverage, while also providing media research about when and where to advertise
- Making presentations
- Strengthening the online presence and increasing the awareness of the organization through effective social media strategies and campaigns
- Monitoring international affairs
- Networking with other media owners
- Ensuring that set deadlines are met
- Working with Media consultants to achieve objectives for clients
- Making judgments on how important a particular audience is for the success of the product
- Performing company-level analysis
- Development of reporting templates
- Ensuring fast and timely replies or responses to customers, followers, or clients' queries and comments
- Complex campaign structure design and implementation
- Attending information sessions
- Creating and supporting SEO strategies by implementing keyword most important concern into content marketing projects.