Insight Executive

Salary: Up to £35k dependent on experience
Location: London
Department: Commercial & Trading
Responsible to: Head of Strategy & Insight
Job Purpose: The key objective of this role is to support the sales team and provide them with persuasive audience insight and research that helps prove cinema's unique value as part of an advertiser's media plan.

The role

Main responsibilities:

- Using insight tools (e.g. TGI, Touchpoints, Nielsen AdIntel, Adwanted Connected etc.) to develop compelling, insight-driven narratives that can help the sales team answer briefs and responses from media agencies and advertisers.
- Overseeing the day-to-day running of DCM's ad effectiveness projects for brands
    - Lead on the day-to-day relationship with external research partners and media agency contacts
    - Help develop questionnaires that will provide valuable insight
    - Liaise with internal teams to ensure accurate set-up and campaign scheduling for campaigns being researched
    - Contribute to a meaningful final presentation narrative for every project
    - Present findings to internal & external stakeholders (with support from the Insight Manager)
    - Compile and action updates for internal & external effectiveness dashboards (e.g. DCM's KPI Maximiser tool)
    - Writing case studies to promote cinema's effectiveness within the AV mix
- Ensuring insight assets, presentations and marketing communications contain the latest research and that data is used to its best advantage to maximise revenue – e.g. Audience Insights and Extended Film Slides.
- Building strong relationships with the sales teams to ensure insights help drive the business forward
- Becoming an expert on the internal planning system (Aston) and be able to answer queries on coverage & frequency and film demographic profiles.
- Interrogating insight tools and available sources to help the sales team identify potential commercial opportunities
- Presenting the latest insight and research internally to the sales team and externally when required to media agencies and clients
- Contribute to and support the Insight Manager and Head of Strategy & Insight on the annual landmark insight projects that are designed to answer business needs and grow the profile of cinema
- Support the Insight Manager and Head of Strategy & Insight where required on the Cinema Advertising Association projects (FAME and Film Monitor) – including project set up, internal and external dashboard updates, and creation of insight assets
- Work alongside the Insight Manager, Head of Strategy & Insight, and Head of Film to think strategically and create insight-led narratives for key releases that can maximise revenue taken in major blockbusters.

Key competencies

- Knowledge of the UK advertising and media market
- A strong interest in advertising and effectiveness
- Commercially driven and excellent analytical skills
- A strong understanding of quantitative research and questionnaire design
- Great project management skills, with the ability to work accurately and meet deadlines
- Can demonstrate their ability to work under pressure
- First rate written and verbal communication skills
- Excellent presentation skills, with the ability to turn data into compelling insight-led narratives
- Excellent Microsoft Office skills – particularly PowerPoint and Excel
- Experience of using Crosstab software (e.g. Telmar) and research tools such as Touchpoints, TGI, and Nielsen Ad Intel.

The person

- An analytical thinker with a curious mind and a desire to build their media research career
- A proactive self-starter who takes ownership, shows initiative, and is eager to learn and develop
- Able to communicate persuasively and with confidence to stakeholders of all levels
- Enjoys working collaboratively as part of a team, while also comfortable working independently
- Organised and adaptable, with the ability to prioritise effectively and manage multiple projects in a fast-paced environment
- Naturally inquisitive, with a tendency to ask "why" and interrogate briefs to uncover deeper insights
- Commercially minded, with an interest in how insight and research can help drive business outcomes
- A passion for film is not essential, but an enthusiasm for cinema and what it can deliver for advertisers is.

Experience

- Ideally at least a year's experience at a research agency working on brand uplift studies or in a research-focused role at a media owner or agency.

About DCM

We're an equal opportunities employer and we treat all job applicants and employees in the same way, regardless of their sex, age, race, ethnic origin, sexual orientation, religion or any disability.

All decisions on recruitment, selection, training, promotion and career management will be based solely on objectives and job-related criteria.

We strive to create an inclusive and fair culture where everybody feels able to be themselves and empowered to achieve their best.

Contact details

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Digital Cinema Media