

Millward Brown India



Position	Media Executive/SRE (Media & Digital)
Job Description	<p>The Media Practice is dedicated to using Millward Brown's expertise to help clients make better media decisions. Its business objective is to drive media-related research and consultancy revenue, primarily through the existing client facing business units. The Executive will have the key role of executing brand impact and digital research studies, for Millward Brown Digital's offerings in India</p>
Key Responsibilities	<p>The Media executive is part of the Media and Digital team. Primary responsibility is to work with AM/AD to serve as a liaison between MB and its clients.</p> <ul style="list-style-type: none">• Manage brand/digital research studies end to end, from study brief all the way to report submission• Coordinate with our Operations HUB team with execution of digital studies.• Interface with Clients/Agencies in understanding their marketing objectives and executing brand impact and research studies for them• Collaborate with our team across the region (AMAP) in developing Market Norms, Best Practices, etc• Organize knowledge sharing workshops with key clients• Driving the MB media brand and product portfolio to support demand Ensuring local media requirements are built to meet demand

<p>About Millward Brown</p>	<p>We help clients build and grow their brands from strategy development through to marketing execution and assessment of brand performance and future potential.</p> <p>Our mission is to provide research-based advice to help our clients successfully manage their brand assets and optimize the return on their media and communication investments and so create value for our clients, staff and shareholders.</p> <p>One of the world's top 10 full-service market research firms:</p> <ul style="list-style-type: none"> ● 77 offices in 50 countries ● We work with 70% of top 100 US advertisers and 90% of the top 100 global brands <p>Experts in effective advertising, marketing communications, media and brand equity research</p> <ul style="list-style-type: none"> ● Conduct more brand and marketing communications research than any other company in the world ● Over 65,000 ads copy tested (Link™) worldwide ● Brand equity expertise with over 64,000 brands ● Published papers, case studies, norms and internal knowledge bank ● 35+ years' marketing research and brand consulting experience <p>Powered by insights, innovative thinking and a rich heritage, we focus on providing actionable solutions to address key business issues.</p>
<p>Qualification</p>	<p>PGPM/MBA Degree</p> <ul style="list-style-type: none"> ● Post - graduation (MBA in Marketing) would be preferred. ● An economics graduate with relevant experience mentioned above will be considered too. ● A person with market research experience and digitally comfortable would be an ideal fit

Additional skillset	<ul style="list-style-type: none">☐ Media Understanding<ul style="list-style-type: none">• ability to understand digital/traditional media plans• Terminologies, evaluation, analytical• maintain publisher relations and create partnerships• establish self as the key point of contact for all day-to-day interactions and operations with the Client/Agency/Publisher teams ☐ Operation understanding<ul style="list-style-type: none">• Executing the study set-up across channels esp websites/social media platforms• maintaining open channel of communication with local, regional and global teams• ensure 100% compliance on all MB processes/requirements ☐ Research Understanding<ul style="list-style-type: none">• Basic understanding of drafting proposals• skills in questionnaire design• skills in data interpretation• Taking initiative in developing client presentations under supervision of senior account team members• exposure to client servicing• Basic knowledge of market research• Technology savvy• Strong analytical skills• Ability to build client relationships• Strong communication skills, both written and verbal• Commercial awareness
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Location	Mumbai
Compensation	Competitive, as per industry standards
Work Experience	Prior work experience of 3-5 years is preferred
Contact Person	Interested candidate may send their resume to Ms. Priyanka Kaushik on " always.priyanka@gmail.com "