

## JOB DESCRIPTION

ROLE: Senior Analytics & GIS Specialist  
LOCATION: TORONTO, ON

SALARY: \$85,000-\$100,000



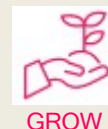
GROW

ABOUT US\_

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At Talon, our mission is to unlock the full potential of out-of-home, making it more effective, creative, measurable, and sustainable than ever.

We're passionate about Out of Home (OOH) and are on a mission to drive the growth of this sector within the media industry. In just over a decade, our desire to offer intelligent, creative, technology-led OOH solutions and a full-service OOH offering saw us grow into a team of over 450+ people located in key cities across the globe. In that time, we have been awarded for our approach to our people, our clients and our industry. We hire the finest talent to help us unlock the full potential of the OOH environment for our clients, and we pride ourselves on the individuals who represent our business.

## OUR VALUES AND HOW WE WORK TOGETHER\_

WE ARE BOLD_	WE ARE HUMAN_	WE ARE SMART_
<p>As industry provocateurs and pioneers, we respectfully challenge the status quo, take pride in our people, big ideas and partnerships</p> <ul style="list-style-type: none"><li>• We embrace change</li><li>• We challenge respectfully</li><li>• We lead the way</li></ul>	<p>We are a diverse collective of changemakers who value respect, fairness, and integrity and expect the same in return</p> <ul style="list-style-type: none"><li>• We value collaboration and togetherness</li><li>• We are empathetic</li><li>• We embrace individuality</li></ul>	<p>Our trailblazing spirit and learning-centric culture ensure our knowledge provides maximum value to each other and our clients</p> <ul style="list-style-type: none"><li>• We grow and learn</li><li>• We are trusted</li><li>• We are mission possible</li></ul>

## THE ROLE\_

The Senior Analytics & GIS Specialist is responsible for delivering advanced analytical, geospatial, and business intelligence solutions that support client planning, audience strategy, media investment decision making and broader analytic initiatives across the organization.

This role combines spatial analytics, data engineering, audience development, automation, and dashboard development to support data-driven planning and operational decision-making. The Senior Analyst & GIS Specialist operates as an independent technical contributor within the Analytics function and supports the continued growth and scalability of enterprise analytics capabilities.

## RESPONSIBILITIES AND RELATIONSHIPS\_

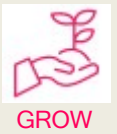
### Spatial Analytics, GIS (Geographical Information Systems) & Map Visualization

- Develop geospatial models, proximity analyses, trade-area mapping, and spatial segmentation frameworks to support planning and investment decisions.
- Build, manage and maintain GIS layers integrating inventory, POIs, demographic, behavioural, and third-party data sets.
- Utilize GIS software and spatial visualization platforms to create audience, market and inventory mapping solutions.

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- Translate complex spatial datasets into clear visual outputs and planning insights for business stakeholders.

### **Audience Strategy & Data Enablement**

- Support development of custom audiences through blending first-party, third-party, demographic, behavioural, and location-based datasets.
- Perform advanced data mining and segmentation analysis to support audience targeting and planning initiatives.
- Maintain and optimize audience datasets, methodologies, and analytical workflows.

### **Data Engineering & Automation**

- Build and maintain ETL, data transformation, and automation workflows using SQL, Python, or data blending/mining tools such as Alteryx or equivalent platforms.
- Support ingestion, integration and validation of large-scale internal & external datasets.
- Contribute to data quality, governance, and standardization initiatives across analytical platforms.

### **Business Intelligence & Visualization**

- Develop and maintain dashboards, self-service reporting tools, and executive-ready visualizations using Power BI or equivalent BI platforms.
- Support planning, commercial, finance, and operational reporting requirements through scalable analytics solutions.

### **Stakeholder Enablement & Team Support**

- Partner closely with Client Planning, Commercial, Finance, and Operations teams to support analytical and planning needs.
- Provide technical guidance and mentorship to junior analysts and support knowledge sharing across the Analytics function.

## **WORKING HABITS AND CORE SKILLS\_**

- Bachelor's degree in Geography, GIS, Data Analytics, Mathematics, Statistics, Business, Marketing, or a related field.
- 5-8+ years of experience in spatial analytics, GIS, business intelligence, or advanced analytics roles.
- Strong hands-on experience with GIS software, spatial visualization platforms, SQL, Power BI, and data transformation tools.
- Experience with ETL workflows, data blending, and large-scale dataset management.
- Experience developing audience segmentation frameworks and custom analytical solutions.
- Strong understanding of spatial data concepts, proximity modelling, and market intelligence.
- Ability to independently manage analytical projects and communicate technical insights to non-technical stakeholders.
- Media, advertising, OOH, or agency experience strongly preferred.