

# JOB DESCRIPTION

ROLE: JUNIOR ANALYST

LOCATION: US

SALARY: \$75,000 - \$85,000



## ABOUT US\_

At Talon, we provide our clients with world class service, technology, and collaboration to create exceptional OOH campaigns that deliver measurable results.

In our first 10 years, our desire to offer intelligent, creative, technology-led OOH solutions and a full-service OOH offering saw us grow into a team of over 230 people located in key cities across the globe.

We're passionate about OOH and are on a mission to drive the growth of this sector within the media industry - changing perceptions of it as a legacy medium to one that is highly effective, creative, sustainable, and measurable for our clients.

## 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 ensures 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\_

We are seeking a motivated and analytical individual to join our team as a Junior Analyst in the Media department at Talon Outdoor. As a Junior Analyst, you will play a crucial role in supporting our media operations and assisting in data analysis, research, and reporting activities. This is an excellent opportunity for a highly organized and detail-oriented individual looking to start their career in the media industry.

## RESPONSIBILITIES AND RELATIONSHIPS\_

- Assist in conducting research and analysis on media trends, market conditions, and consumer behavior to support strategic decision-making.
- Collect, organize, and analyze data related to media campaigns, audience reach, and advertising effectiveness.
- Assist in monitoring media performance metrics, generating reports, and providing insights to internal stakeholders.
- Support in the development and implementation of media plans and strategies.
- Collaborate with cross-functional teams to ensure alignment and effective execution of media campaigns.
- Stay up-to-date with industry developments, emerging media channels, and digital advertising trends.
- Help identify opportunities for optimization and improvement in media performance through data analysis.
- Contribute to the maintenance and organization of media-related databases and systems.



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- Prepare PowerPoint presentations summarizing research findings, data analysis, and campaign performance for internal and external stakeholders.
- Assist in creating visually engaging and impactful presentations that effectively communicate key insights and recommendations.
- Collaborate with team members to ensure PowerPoint presentations align with brand guidelines and maintain a consistent visual identity.
- Support in the creation of slide templates, charts, and graphs to enhance the visual storytelling of media reports and presentations.

## WORKING HABITS AND CORE SKILLS

- Bachelor's degree in Media Studies, Marketing, Business, or a related field.
- Strong analytical and problem-solving skills, with a keen attention to detail.
- Proficient in data analysis and working with spreadsheets, Excel, and other relevant software.
- Advanced skills in PowerPoint, with the ability to create visually appealing and effective presentations.
- Basic understanding of media planning, advertising principles, and digital marketing.
- Excellent communication skills, both written and verbal.
- Ability to work effectively in a team environment and collaborate across departments.
- Highly organized with the ability to prioritize tasks and meet deadlines.
- A proactive and self-motivated mindset, with a willingness to learn and grow in a fast-paced environment.
- Familiarity with media research tools, analytics platforms, or data visualization software is a plus.

## BENEFITS INCLUDE

401K with employer matching	Enhanced paid family leave
Life Insurance	Birthday leave
Health, dental and vision	Voluntary/Charity leave
Generous PTO	Regular all staff educational workshops
Feel Good allowance of \$50 per month	Training allowance
Smarter Working (hybrid working, early Friday finish, and summer hours!)	Phone allowance

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Think outside



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