Position: Sr. Analyst/Manager/Sr. Manager, Advertising Effectiveness and Modeling  
Location: New York, NY  
Contact: Santanu Chakraborty, santanu.chakraborty@nbcuni.com

About Us

NBCUniversal is one of the world’s leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. It is the policy of NBCUniversal and NBCUniversal's affiliated businesses to consider all qualified applicants for employment without regard to race, color, religion, national origin, sex (including pregnancy) sexual orientation, age, disability, veteran status or other characteristics protected by law.

The Position

The Sr. Analyst/Manager/Sr. Manager of Advertising Effectiveness and Modeling at NBCU will be a key member of the NBCU Ad Sales Insights and Measurement team. S/he will work closely with SVP of Advertising Effectiveness and Innovation who drives the strategic vision and measurement agenda to enable effective cross platform planning and campaign measurement proving the efficacy of media spend across the NBCU portfolio. The ideal candidate will be a statistical measurement and econometric modeling expert who works across cross functional teams to identify and build measurement and advertising effectiveness solutions that drive business growth for NBCU and its vast array of clients across the portfolio.

Responsibilities for the Sr. Analyst/Manager/Sr. Manager Advertising Effectiveness and Modeling, include, but are not limited to:

- Develop and deploy statistical measurement and modeling approaches for the Ad Sales Research teams
- Aid in designing and building new capabilities and solutions that bridge the statistical measurement and modeling gaps across the NBCU portfolio
- Drive statistical measurement agenda with internal and external research and analytics stakeholders
- Create expertise around media measurement and modeling solutions
- Enable NBCU's market positioning within the marketing/advertising, media and research community as a subject matter expert
- Engage in client partnerships to build unified statistical measurement solutions across the portfolio
- Focus on translating data and statistical modeling into actionable insights
- Engage in conversation around identifying new business opportunities; and build related statistical measurement approaches around those opportunities
- Promote a culture of collaboration, problem solving and teamwork
The Person

- Minimum of 8 years in statistical modeling with an emphasis on Bayesian modeling and relevant education in advanced analytics
- Experience working at major corporation developing and activating statistical modeling solutions on various types of data, experimental design, choice modeling and other Advanced Analytics capabilities
- Experience in applying statistical projections and building probabilistic look alike models
- Experience in leading team of data, research and analytics professionals
- Subject matter expert for research, analytics and insights across the organization
- Strong understanding of emerging analytics techniques and how they translate into actionable insights for the business
- Excellent programming skills and proficiency in SAS, R, Python, SQL and other advanced statistical software
- Strong written and verbal communication and presentation skills
- Masters or higher in analytics/statistics field preferred

EOE/M/F/D/AAP/V