

WE'RE HIRING

Role : Genre Expert
Department : Market Analytics
Location: Mumbai



Job Description / Responsibility:

- Detailed analysis of weekly viewership data of the Genre/ Channel/ Region.
- Updating of all weekly presentations with accurate analysis
- Understanding the pulse of the viewing behavior of the channel/genre/Total TV and having thorough knowledge of TV trends on account of TV/ non-TV factors
- Have detailed in-depth knowledge of every change on the channel (Programming, Storyline or Anchor)
- Addressing client queries with detailed insights and requirements of communication team and other internal stakeholders
- Handling various projects over and above the above deliveries.

Job Specification:

- Technical Skills : Proficient in Excel & Power Point
- Language : Good written & oral communication skills in English and knowledge of any South Indian language will be preferred
- Qualification : Bachelors Degree
- Experience : 1-4 years

