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Business Intelligence Analyst

Paramount+ · New York, NY · Reposted 1 month ago · Over 100 applicants



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201-500 employees · Entertainment Providers



Skills: Data Analytics, Interpersonal Skills, +8 more



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About the job

About Us:

Paramount Streaming is a division of Paramount that encompasses both free, paid, and premium streaming services including Paramount+, Pluto TV, CBS Sports Digital, and CBS News Digital.

Description:

Division Overview:

We are the Marketing Analytics and Data Integration (MADI) team, part of the Paramount+ Streaming Data & Insights Group (DIG) Business Intelligence team. DIG is a key connector among the Paramount Streaming verticals. The group consists of subject matter experts that prototype, build, and scale data infrastructure and products; assess, aggregate, and analyze data; and shape qualitative and quantitative-based narratives and insights, providing stakeholders with decision support, performance clarity and business-driving recommendations.

The MADI team provides actionable, data-driven solutions to solve marketing challenges. We work closely with Media Strategy and Media Activation teams to drive Paramount+ growth.

Role Details:

The analyst will support media mix modeling and media optimization efforts. The role requires the ability to translate data to clear, actionable insights and recommendations applying both media mix modeling and cross platform attribution tools. You will be collaborating closely with marketing and media activation teams to optimize media impact and improve return on ad spend.

The ability to interpret data and provide relevant context to explain marketing performance will be key to success in this role! The ideal candidate will possess strong interpersonal skills, an inquisitive nature, attention to detail, and a love of media with previous experience or coursework in marketing efficiency and measurement!

Your Day-to-Day:

- Analyze attribution data to quantify return on marketing investment and optimize budget allocation across channels and partners using media mix model outputs
- Provide insights to marketing and media activation teams to inform strategic marketing decisions and implement budget recommendations

- Build and maintain reporting and dashboards for internal marketing teams and external agency
- Partner closely with internal data science teams and external partners to improve and optimize the media mix model to increase relevance and action-ability of the results
- Improve and strengthen data pipelines for media mix modeling with data engineering teams
- Support ad hoc analysis to provide deeper and more granular insights on media performance
- Additional other duties and responsibilities, as assigned

Qualifications:

You Have:

- BA/BS. 2+ years experience in digital marketing and analytics, web analytics, online media industry.
- Proficient in SQL with a thorough understanding of data and systems' infrastructures; experience extracting data from databases using SQL
- Experience or coursework in media measurement including web, native app, video measurement technology and standards
- Proficient with analytical tools and languages supporting data analysis, reporting, and visualization - Excel, Microsoft Office, Google Collaborative Apps (Docs, Sheets, Slides), Tableau, R, Python
- Strong detail-orientation with a penchant for data accuracy and good grammar

You might also have:

- Strong mathematics, statistics background
- Strong solutions-oriented and critical thinking approach
- Experience using Google Cloud Platform (BigQuery)
- Experience translating requirements into actionable instructions and documentation
- Experience in working independently to meet deliverables with some oversight
- Experience using project management tools like those from Atlassian (JIRA, Confluence)

Additional Information

Hiring Salary Range: \$85,600.00 - \$112,000.00

The hiring salary range for this position applies to New York City, California, Colorado, Washington state, and most other geographies. Starting pay for the successful applicant depends on a variety of job-related factors, including but not limited to geographic location, market demands, experience, training, and education. The benefits available for this position include medical, dental, vision, 401(k) plan, life insurance coverage, disability benefits, tuition assistance program and PTO or, if applicable, as otherwise dictated by the appropriate Collective Bargaining Agreement.

Join the Paramount Streaming Talent Community! Get the inside scoop on life at Paramount Streaming and about career opportunities.

Paramount+, a direct-to-consumer digital subscription video on-demand and live streaming service from Paramount Global, combines live sports, breaking news, and a mountain of entertainment. The premium streaming service features an expansive library of original series, hit shows and popular movies across every genre from world-renowned brands and production studios, including BET, CBS, Comedy Central, MTV, Nickelodeon, Paramount Pictures and the Smithsonian Channel. The service is also the streaming home to unmatched sports programming, including every CBS Sports event, from golf to football to basketball and more, plus exclusive streaming rights for major sports properties, including some of the world's biggest and most popular soccer leagues. Paramount+ also enables subscribers to stream local CBS stations live across the U.S. in addition to the ability to stream Paramount Streaming's other live channels: CBSN for 24/7 news, CBS Sports HQ for sports news and analysis, and ET Live for entertainment coverage.

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<https://www.paramount.com/careers/benefits>

Paramount is an equal opportunity employer (EOE) including disability/vet.

At Paramount, the spirit of inclusion feeds into everything that we do, on-screen and off. From the programming and movies we create to employee benefits/programs and social impact outreach initiatives, we believe that opportunity, access, resources and rewards should be available to and for the benefit of all. Paramount is proud to be an equal opportunity workplace and is an affirmative action employer. We are committed to equal employment opportunity regardless of race, color, ethnicity, ancestry, religion, creed, sex, national origin, sexual orientation, age, citizenship status, marital status, disability, gender identity, gender expression, and Veteran status.

If you are a qualified individual with a disability or a disabled veteran, you may request a reasonable accommodation if you are unable or limited in your ability to use or access. <https://www.paramount.com/careers> as a result of your disability. You can request reasonable accommodations by calling 212.846.5500 or by sending an email to paramountaccommodations@paramount.com. Only messages left for this purpose will be returned.

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Business Intelligence Analyst, New York, NY

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