



Die Pay-TV-Sender HISTORY und Crime+Investigation (vormals A&E) werden im deutschsprachigen Raum von A+E Networks Germany betrieben und vermarktet. A+E Networks ist ein globales Medienunternehmen, das weltweit mehr als 360 Millionen Menschen erreicht und 89 Sender in über 200 Ländern und 41 Sprachen betreibt. A+E Networks zählt zu den international führenden Produzenten im Bereich Factual Entertainment mit exklusiven Serien und Doku-Reihen wie "Alone", "Aufstand der Barbaren" und "60 Days In". Aus den 2014 gegründeten A+E Studios gingen darüber hinaus fiktionale Erfolgsserien wie "Roots" hervor. Zu teils preisgekrönten Eigenproduktionen, die A+E Networks Germany für das deutschsprachige Publikum realisierte, zählen "Der elfte Tag - Die Überlebenden von München 1972", "Die Legion: Deutscher Krieg in Vietnam", "Die Befreier", "Protokolle des Bösen" und "Guardians of Heritage - Hüter der Geschichte".

Research Manager (m/f/d)

- Jobnumber 51240BR -

Key responsibilities:

- Supporting all areas of the German channels business with audience research (marketing, scheduling, commercial, programming, etc.)
- In depth analysis of peplemeter audience data via TechEdge software
- Tracking of market trends and competitor performance within Germany
- Regular reporting of channel performance for the international A+E Networks team
- Drafting weekly, monthly and quarterly insight and highlights for all brands
- Commissioning qualitative research on an ad hoc basis to give insight on viewer behaviour and decisions
- Use third party research tools to supplement in-house information, track performance and to support the ad sales and distribution functions
- Use all data sources to clearly and effectively make clear recommendations to the business on scheduling, programming, marketing and commercial decisions
- Being a key point of contact for data providers and suppliers, negotiating terms of service and budget for all relevant data sources
- Being across A+E's video on demand services and reporting on usage levels and trends

Your qualification:

- Previous experience working in audience research either with a broadcaster or agency
- Proven strong analytical and numeracy skills as well as excellent written and verbal communication skills
- Ability to confidently draw conclusions based on data and make recommendations where relevant
- Strong presentation skills
- Good IT skills, particularly in Excel and PowerPoint
- Strong organisational skills
- A good understanding of the German media and video on demand landscape
- Familiarity with analysis of peplemeter data (AGF) and experience of TechEdge software
- Enthusiasm and appreciation for the business of TV and entertainment
- Highly motivated and a pro-active attitude towards information sharing
- Team player, who can work independently with minimal supervision when needed

What we provide:

You can expect a broad range of tasks within an international media company and the chance to work with highly engaged and professional colleagues. We offer a great working atmosphere in the center of Munich where contributing your own ideas is strongly valued and supported.

Interested?

We're looking forward to your application. Please include your salary expectation and solely apply through our job portal via nbcunicareers.com with the **jobnumber 51240BR**.

The History Channel (Germany) GmbH & Co. KG | Sebastian Weihe, Human Resources | Theresienstraße 47a | 80333 München

We're looking forward to your application!