

# Business Analyst m/f

## 38 hours/week

### About Nielsen Media

Nielsen Media Netherlands is part of The Nielsen Company, a world-wide enterprise. As market-leader we offer numerous studies in the consumer and media field. With over 50 years of expertise in the Netherlands, Nielsen Media delivers insight into the media and advertising market, based on completeness and timeliness. Regardless of the type of media we achieve comparability of media activity at advertiser- and product level. This information is essential for all parties active in this market be they publishers, media owners, media and advertising agencies or advertisers themselves.

### About Global AdView

Global AdView provides multinational companies with international advertising information including cross-national advertising expenditure data and creative tracking. Clients use the information to track and observe their competitive environment.

Global AdView collaborates with about 80 countries world-wide and co-operates particularly closely with the Nielsen Media offices in 23 countries in all regions. Global AdView offers an advertising information service to the international advertising community, the global top 1000 advertising companies and the international media and advertising agencies.

Although located in the Netherlands, Global AdView is driven by team members of diverse nationalities and the business language of the team is English. Global AdView has a branch in the UK (Bracknell), and sales representatives in Hong Kong and USA (Chicago).

### Corporate Culture

Nielsen Media Netherlands and Nielsen Global AdView, located in Diemen on the outskirts of Amsterdam, is an informal and fast-growing company with about one hundred employees, where team spirit and customer service are the priority. We operate in a dynamic market which is reflected in both the organization itself and the people within it. We offer a challenging, international working environment in a strong and pleasant team of colleagues.

### About the job

As a Business Analyst (38 hours per week) you will perform market research, observing trends and developments in the various sub-markets that Nielsen supplies. You will work for Nielsen Media Netherlands and internationally for Nielsen Global AdView. The market-research consists mainly of desk-based research. You will independently collect data from internal and external sources, write reports & annual publications and proactively provide the marketing departments of both Nielsen Media Netherlands and Global AdView with relevant market information. Where appropriate you will give presentations on market trends to internal and external parties.

## 4. Skills and Experience

### As a Business Analyst you should have:

- Degree level qualifications and thinking patterns
- At least 3 years relevant work experience
- Experience in writing reports, both in English and Dutch, largely based on numerical analyses
- Commercial attitude
- Sharp analytical skills
- Experience in dealing with large databases
- Excellent communication and editorial skills
- Advanced EXCEL skills (formulae, pivot tables, filtering, formatting)
- Experience with Power Point, Flash and HTML
- Good presentation skills
- Collegial, independent and customer oriented attitude



**Additionally** you are able to work in a structured way, can handle deadlines and are fluent in English and Dutch, both spoken and written.

#### What we offer

- A position in an economically solid company that is part of a worldwide network
- A dynamic job in the media business
- The opportunity to develop 'cross-border' knowledge of markets and products
- Free rein for creativity and autonomy
- Scope to develop personal talents and abilities
- Career opportunities, both national and international

#### Besides a good salary, fringe benefits include:

- Prospect of an indefinite contract [after a probation period of 6 months]
- 5 weeks holiday entitlement
- A 38-hour working week
- 12.5 ATV days
- Year-end bonus
- Participation in a Pension Scheme (non-mandatory)
- Participation in Spaarloonregeling – savings scheme (non-mandatory)
- Employee Benefits Plan
- Training opportunities (Global Learning Plan)
- Commuter allowance
- Collective WIA (income gap) and accident insurance

#### Questions?

Please contact **Mr. Bert Niewold** (Commercial Director) for more information and with any questions about this position:

By telephone : +31 (0) 20 3988777 or email : [bert.niewold@nielsen.com](mailto:bert.niewold@nielsen.com)

Also, visit our website at [www.nielsenglobaladview.com](http://www.nielsenglobaladview.com) , [www.nl.nielsen.com](http://www.nl.nielsen.com) , [www.nielsen.com](http://www.nielsen.com)

#### Apply

Interested? We would like to receive your application with extensive Curriculum Vitae for the attention of **Mrs Inez Back** at [Inez.Back@nielsen.com](mailto:Inez.Back@nielsen.com)

#### ADDRESS

Nielsen Media Netherlands  
T.a.v Mevr. I. Back  
Postbus 22609  
1100 DC Amsterdam Z.O.  
Netherlands