

United Arab Emirates Jobs Expertini®

Content Strategic Planning and Performance Analytics Specialist United Arab Emirates

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Company: MBC Group

Location: , , United Arab Emirates

Category: other-general

Responsibilities:

Support in developing the content strategic plans for all channels/platforms across MBC group in alignment with financial budgets.

Detail the content pipeline into measurable objectives and monitor the execution regularly.

Gather, analyze, and derive actionable insights from viewership data and market research for both Shahid and TV.

Support in developing business cases to enable the content board in making informed decisions during their meetings.

Lead on developing performance review reports for specific titles to analyze content performance vs. plan.

Manage and maintain content scorecards in collaboration with different departments and extract learnings to support future content investment decisions.

Partner with cross functional teams and stakeholders along the content supply chain on all activities.

Work with research to deliver market insights and analytical dashboards to support content assessment.

Requirements:

University/Bachelor's degree in a related subject – e.g., Data Science, Statistics, Finance, Business, etc.

5+ years of professional experience in data analysis in the context of content, media, production, or other related industries.

Language: Bi-lingual is preferred (English and Arabic).

Understanding of the media and entertainment industry, content lifecycle.

Analytical skills, including data analysis and problem solving.

Proficiency in data analysis tools and techniques.

Written and oral communication skills.

Collaborative and strong people skills.

Proficiency in Microsoft office tools, Power BI is a plus.

Unfortunately, due to the high number of responses we receive we are unable to provide feedback to all applicants. If you have not been contacted within 5-7 days, please assume that at this stage your application has been unsuccessful.

#J-18808-Ljbffr

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