

## Senior Business Analyst United Arab Emirates Posted on 12/05/2023 Trending

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Company: MBC Group

Location: united arab emirates

Category: other-general

A Business Analyst in the centralized content commissioning unit is responsible for analyzing and interpreting data to contribute in having corporate decision-making process driven by data.

The role typically involves working closely with other Stakeholders (TV, Shahid, Production, Studios...) and various business departments (Marketing, Group Ops, Group Finance, Group Legal...), to identify and evaluate opportunities for growth and improvement.

Responsibilities:

Gather and analyze data related to market trends, audience demographics, and industry benchmarks.

Identify and evaluate new business opportunities, for content and acquisitions.

Develop and maintain financial models to support decision-making and forecasting.

Create and present reports and presentations to stakeholders, including senior management and other decision-makers.

Collaborate with cross-functional teams to develop and implement new business strategies and initiatives.

Monitor industry developments and competitor activity to inform business decisions.

Continuously monitor and evaluate the performance of content titles and make recommendations for improvement.

Support strategic planning and budgeting processes.

Contribute in enhancing content data governance, automation and content processes' optimization.

## Qualifications:

Bachelor's degree in Business, Economics, Finance, Statistics or a related field.

Minimum of 2-3 years of experience in a business analyst role, preferably in the media industry.

Strong analytical and problem-solving skills.

Experience with financial modeling and data analysis tools such as Excel and Power BI.

Familiar to international business environment dealing with metadata and various technical systems (ERP, media solutions, etc...)

Excellent communication and presentation skills.

Ability to work independently and manage multiple projects simultaneously.

Strong understanding of the media industry and its trends.

Experience with market research is a plus.

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