



Associate Director, Measurement Intelligence

We are looking for a bright, self-motivated individual to help VAB lead the marketplace through a new era of modern measurement and competition.

Representing the \$85 billion premium video industry, VAB is the voice behind some of the biggest names in media like NBCU, Paramount, Disney, Warner Bros. Discovery, FOX, Comcast, Spectrum Reach, TelevisaUnivision and more. VAB is led by a [Board of Directors](#) filled with the senior most advertising sales executives in the media industry.

Join the team that is helping lead the industry through one of the greatest transformations in advertising history. Sitting at the intersection of the video industry, work directly with sellers, buyers and measurement companies from across the industry to help improve data accuracy and quality.

Who We Are

► Cross-Industry Collaborators

- VAB actively partners with senior leaders across the industry on major initiatives, wholly committed towards enhancing video advertising and the future of cross-platform [measurement and currency](#) through initiatives like the [VAB Measurement Innovation Task Force](#) and the first U.S. [Joint Industry Committee on Premium Video Currency](#)

► Measurement Disruptors & Influencers

- Leaning into the [tough topics](#) when others shy away, we upend years of industry inertia in measurement through strong [data & analytics](#), the unified support of our members and our willingness to [push boundaries](#)

► Insights Innovators

- Media detectives who create [insightful content](#) on a variety of future-forward topics marketers care about, such as video streaming, evolution of consumer behaviors, TV buying innovation, [cross-platform measurement](#), [multicultural marketing](#) and more

Our Members

- [VAB members](#) are the leaders in the premium ad-supported video industry which includes major media programmers and publishers, MVPDs, cinema advertising companies, research / data & analytics firms, cross-platform solutions and advanced measurement companies.

Position Overview: Associate Director, Measurement Intelligence

Looking for an opportunity to help transform the multiscreen TV industry?

After leading one of the most impactful and visible [currency-related initiatives](#) in recent years, we continue with our efforts to modernize and shape a new era of modern, multiscreen TV measurement and currency.

We are looking to hire a data analyst and strategic thinker who can help VAB expand our industry 'currency' insights and analyses of current & future cross-platform audience measurement providers supporting the TV and premium video ecosystem.

This position offers an opportunity to support, learn and educate across every aspect of the advertising ecosystem: 'currency'-grade solution providers, agencies, publishers, distributors, brand marketers, data / measurement companies and other industry organizations.

Ultimately, we are looking for a data-driven, analytical strategist who has an innovative and curious mindset. The person in this role must exhibit strong attention to detail and have the ability to interpret audience data based on varying methodologies, develop both internal and external-facing insights and provide timely deliverables in an industry where one of the few constants is change. This position reports to the VP, Measurement Strategy & Innovation.

To learn more, download some of our measurement content by checking out the [Measurement Education Resources Hub](#) on www.thevab.com.

Primary Responsibilities:

- ▶ **Audience Data Analyst.** Discover, test and evaluate currency-grade and innovative data sources across the industry
- ▶ **Critical Thinker.** Work with the VP to use data, inputs and expertise to develop actionable insights that support go-to-market strategies
- ▶ **Simplify the Complex.** Translate complex audience measurement datasets and evolving industry concepts into clear trends and narratives to influence key business decisions that create positive change for the industry
- ▶ **Compelling Storyteller.** Blend art & science together to convert complex analyses into concise, visually impactful and easily understood presentations
- ▶ **Effective Educator.** Distill complex advertising technologies, trends and measurement frameworks (e.g. programmatic, identity solutions, attribution, data privacy) into digestible formats for non-technical stakeholders

Required Experience

- ▶ 5-7 years minimum of professional experience within the media or marketing / advertising industry, preferably at an audience measurement company, multiscreen TV network group, media agency or multichannel video programming distributor (MVPD)
- ▶ Understanding of current TV audience research, measurement and currency-grade solutions and the different methodologies utilized for counting audiences
 - Including panel-based, ACR / smart TV, set-top box / return path data, 'Big Data'

- ▶ Strong knowledge of Nielsen audience measurement methodologies, TV ratings analyses and suite of application tools including National TV Toolkit / NPOWER, NNTV, MarketBreaks, Ad Intel
 - National TV Toolkit / NPower: hands-on experience specifically with Ratings Analysis Reports, Reach & Frequency Reports and Universe Estimate Reports
- ▶ Knowledge of modern cross-platform measurement solutions from companies such as Nielsen (Nielsen ONE), Comscore, VideoAmp, iSpot, Innovid, Vizio, etc.
- ▶ Proven track record of translating complex audience ratings / measurement datasets into strategic insights and building clear narratives to drive action
- ▶ Experience communicating with internal and external senior level industry executives both virtually and in-person
- ▶ Previous experience where a high level of organizational, interpersonal and problem-solving skills was necessary
- ▶ High attention to detail and accuracy with solid organizational skills and the ability to navigate multiple projects simultaneously
- ▶ Self-motivator with the ability to thrive independently and as part of a larger cross-functional team
- ▶ Excellent PowerPoint and deck-writing skills with the ability to translate complex topics and datasets into digestible presentations for both internal and external senior leaders

Preferred Experience

- ▶ Knowledge of, and experience with, local TV audience measurement from companies including Nielsen (NLTV) and Comscore
- ▶ Knowledge of, and experience with, industry tools such as Comscore, MRI-Simmons, ARF DASH, S&P Global
- ▶ Knowledge of emerging technologies in the space of identity, AI and Machine Learning, Attribution, and ad delivery platforms
- ▶ Knowledge of and experience with AI (ChatGPT, DALL-E) and creative tools (Canva)

What You'll Gain

- ▶ A tight-knit and **growing work environment** that provides team members of all levels, regardless of seniority, with the opportunity to have their ideas heard and make an impact on the industry
 - Some of our best ideas come from our bright, younger teammates and we want you to bring your unique perspective and ideas to VAB
- ▶ **A community of mentorship**
 - Our team is comprised of media experts with deep experience and years of leadership that continue to educate and lift each other up

► Career development

- An employee-led initiative, *The Growth Collective*, offers professional development, skill-building and idea-sharing to foster growth, education and industry connections

Why is VAB Different?

We care about your...

► Career path:

- Direct exposure to senior leaders means you'll have mentors that can support, train and guide you. We promote from within, providing a path for vertical growth

► Inclusivity:

- We embrace diversity and work hard to foster an inclusive environment and create industry-leading content – see our [DEIB Marketing Resources](#)

► Work / life balance:

- Summer Fridays, hybrid in-office/WFH schedule, team outing activities

► Personal investment:

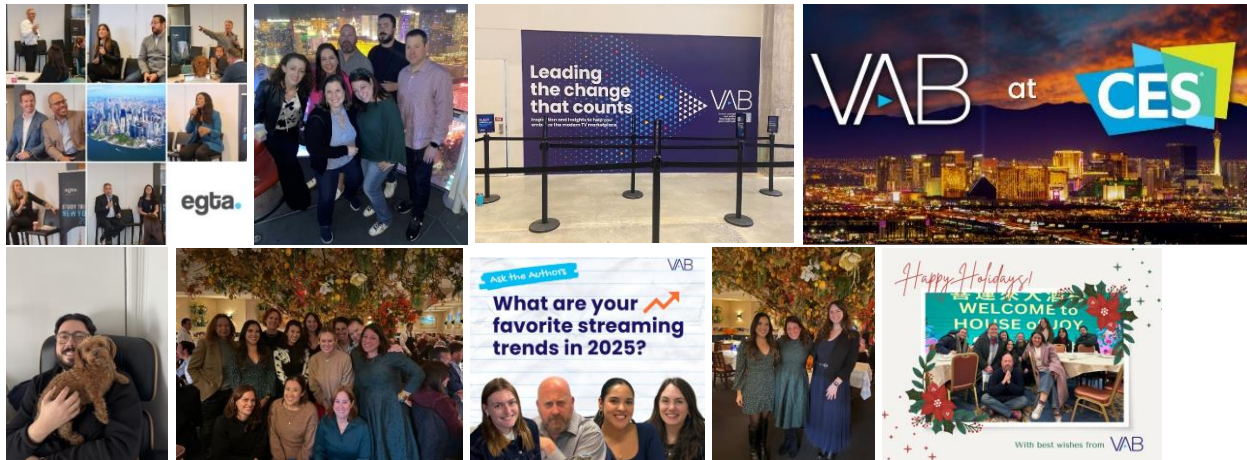
- Great health benefits and matched 401k

► Health & wellness:

- Health/Gym/Wellness reimbursement

Company Culture

- **We are** world-travelers, TV lovers, movie buffs, cornhole champions, coffee enthusiasts, escape room artists, supportive mentors, brewery explorers and all-around team players



**Work for a team that genuinely cares for one another.
We look forward to hearing from you!**

VAB in the News

- [Digiday - Future of TV Briefing: Inside the measurement issues roiling this year's upfront market](#)
- [The Drum - Under Pressure from VAB, Nielsen Delays Rollout of Big Data Currency Before Upfronts](#)
- [Wall Street Journal - Nielsen Regains Key Accreditation](#)
- [AdAge - Nielsen Accreditation Status to Remain Suspended](#)
- [AdExchanger - Rooting for Nielsen](#)
- [The Wrap - Nielsen's Out-of-Home Measurement Error Cost TV Networks \\$700 Million, Study Says](#)
- [Variety - Nielsen's National Ratings Accreditation Suspended by Media Ratings Council](#)
- [AdWeek - Nielsen, Networks Face Off Over Pandemic TV Audience Measurement](#)