



# GRADUATE BUSINESS ANALYST

## We are the behavioural planning agency.

At Total Media we are committed to diversity & inclusion and providing equal opportunities for everyone. We are dedicated to ensuring our processes are free from any form of discrimination or bias, right from the application process to life as part of the Total Media Team!

### The Agency

Total Media is a leading independent and international media agency that connects people to brands. Our media strategies are based on people's behaviours – understanding how audiences think, feel and act – so that we reach them contextually, during the moments that matter.

We work across the full spectrum of media planning and buying, with fantastic media teams dedicated to client servicing, broadcast, publishing, digital, data and content production.

### The Team

The Data Team sit at the intersection of Behave, our insights team, and the rest of the media agency, working across all aspects of the media cycle – planning, activating, optimising and reporting. We work with data from clients, specialist partners and from our own media to give insights to our clients and internal teams.

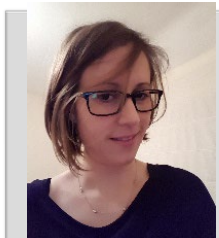
### The Role

We are looking for a full time, permanent **GRADUATE BUSINESS ANALYST** to join our growing team based in London. These roles will assist and learn from a number of key teams in order to help us understand and grow our offering and revenue, improve processes and develop new products and insight. In this role you will:

- Dive into all our collective data sources data and how we use it in media
- Work on innovative and new projects
- Extract and manipulate data for both internal analysis and QA purposes
- Learn to create Dashboards
- Improve your skills in SQL; learn other languages such as Python and R
- Work in a Agile environment, learn project management principles and practices
- Create both commercial and technical documentation for our products
- Study for relevant industry-recognised qualifications

### Meet the hiring manager

SASJA leads Data Strategy at Total Media. With over 15 years' experience in media and marketing technologies, she is excited by turning joined up thinking in to joined up data systems.



Sasja Steenvoorde  
DATA STRATEGY DIRECTOR

### Key Responsibilities

- Working with Data Engineers, QA existing and new dashboards for clients
- Working with Ad Ops, ensure best practices are documented and followed
- Working with Behave Consultants, Finance and other teams to find insight in our own data and data from clients & 3<sup>rd</sup> party providers
- Working within Data Strategy to assist the Director with client projects
- Visualise data science outputs
- Grow your skills as a data specialist


### About You

- Above all you need to be curious as to how things work and interested in problem solving things when they don't quite make sense!
- You should have a numerical degree in technology, mathematics, science, engineering or computer science or another related technical discipline
- Working knowledge of a query language such as SQL
- Familiarity with programming languages such as python or R would be an advantage but not essential
- The ability to be able to explain the technical details of data and analytics in a non-technical way to team members
- A strong analytical mindset

### Our Values

**WE VALUE  
INDEPENDENCE  
& *Individuality***

The way we trade, how we work and the partners we work with means our clients stand out from the crowd and shine.



**WE ARE  
ADVENTUROUS**

Bring it on! We're bold with our decisions, we try new things and we push boundaries.



**WE  
ACT WITH  
INTEGRITY.**

We do the right thing – even when nobody is looking.



**WE ARE  
A TEAM.**

We enjoy what we do and have fun doing it together!



## The benefits

### Pension

Once you've been with us for 3 months you'll be enrolled into our pension scheme. We'll match your contributions up to 5%.

### Private Medical Insurance, healthcare and life assurance

When you've passed your probation, you have the opportunity to use our private medical insurance, healthcare and life assurance schemes.

### Referral scheme

Know a fantastic candidate for Total Media? We pay a bonus of £1,000 to any eligible member of staff who introduces an applicant who is employed as a result.

### Interest free season ticket loan

Travel costs can be eye-wateringly expensive. We can provide you with a season ticket loan once you've passed probation.

### Holiday entitlement

Your holiday entitlement will be set out in your contract, and once you've worked with us for over 12 months, you'll also get a day off for your birthday.

### Charity/Volunteering entitlement

We think people who volunteer their time for charitable causes deserve a little recognition. We give staff a "charity day" off for charitable work.

### IPA Qualification Support

The Institute of Practitioners in Advertising run various qualifications throughout the year, both online and offline. We support our members of staff in obtaining these qualifications in every way we can.

### Childcare vouchers

Juggling work and your family can be challenging and we want to ensure we provide as much support as possible. This is why we are part of the Government's Childcare Voucher Scheme which helps parents and carers to pay for childcare.

## The perks

- + Flexible working based on core hours of 10am-4pm
- + Fantastic training programme including inspirational talks organised by our CEO, Guy Sellers
- + Subsidised activities and trips from the agency's resident social club, The Fun Factory (including office drinks on a Friday, quiz nights and sponsoring team events)
- + A walking weekend away each year
- + Brilliant Summer and Christmas parties
- + Summer Friday's early finish
- + Wellbeing Wednesdays (offering initiatives like spending time with dogs from a local charity, reiki sessions and free healthy food)
- + Free fruit
- + Introductory bowling trip with our Chairman and CEO

## Life at Total Media



Total Media employs over 120 people: here we are at one of our annual Christmas parties, which are always legendary.

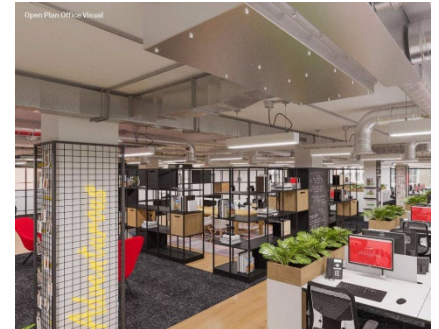
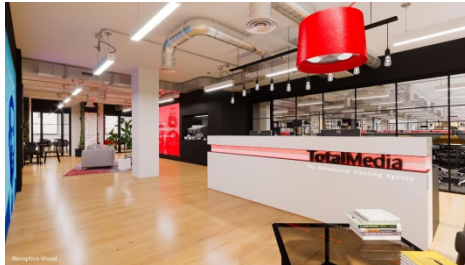


Our CSO, Lucas Brown organises a walking trip every year which is always good fun!



Work hard, play hard. There are numerous opportunities to get involved in sporty pursuits.

## The office



Our beautifully bright Head Office is situated in the heart of Soho! We also have offices in Manchester and Solihull!