

## Media Analyst

### I. Position Profile

The Media Analyst will monitor media outlets handle daily newspaper clippings and reporting. Generally, the Media Analyst is a steppingstone to becoming a Media Coordinator.

### II. Primary Responsibilities

#### Media Activities

- Monitor with media team different media outlets (newspapers, on lines and magazines) for coverage of client news and competitor development
- Send daily clippings to clients
- Manage media monitoring reports / sheets
- Update and maintain media sheets and rates (newspapers, magazines, on lines and TV)
- Distribute and monitor press releases to the media
- Day-to-day press follow-up
- Sending out communication for coverage
- Keeping abreast of new trends in media and new media outlets
- Keeping track of media data – frequency, circulation, language, etc
- Assist in media database for online, printed and magazines
- Handle monthly media and project reports
- Assist in media profiles and product reviews in addition to events (roundtables, press conferences..etc)
- Coordination with media/ account executives
- Translate/ synopsis translation to clipping content.
- Prepare monthly clipping books, clients competitive reports.

### III. Qualifications

#### Education

Bachelor's Degree, in Mass Communications, Journalism or BA in English.

### IV. Professional Experience

2 years' experience.

#### Success Factors

- Fluent in English and Arabic
- Translation E/A when required
- Proven communication and media skills

- Willing to learn and an effective team player.
- Can anticipate problems
- Complete challenging projects and capable of meeting deadlines
- Strong commitment and dedication to the agency's success as well as personal career
- Positive attitude, thorough and solutions' oriented, hard-worker and committed.
- Attention to detail and quality
- Presentable, active, and willing to learn.
- Adobe and Photoshop skills
- Develop its Arabic/ translation skills.
- Develop Microsoft Suite, Internet and Computer skills.
- Solve problems and take the lead in managing the office work
- Understanding of media and how to exploit media, regional, TV and radio (plus)

**Working hours: 8:00 am – 4:00 pm**

Please send cv to: [info@meacoms.net](mailto:info@meacoms.net)

For more info, please check [www.meacoms.net](http://www.meacoms.net)