



Experian is a FTSE 100 company and a global leader providing information solutions in consulting, data analysis, credit scoring, related decision support software and various marketing solutions. Employing over 15,000 people in approximately 40 countries, Experian's vision is for its people, data and technology to become a necessary part of every major consumer economy around the world.

Line of Business **Experian Marketing Services**

Department: Research Marketing, Experian Hitwise

Position Title: Research Analyst (HW-MELB-RA-00110)

Report To: Research Director

Work Location: Melbourne, Australia

Experian Hitwise is the online Competitive Intelligence service providing insights on how over 25 million internet subscribers interact with millions of websites on a daily, weekly and monthly basis. The service helps online marketers, retailers and publishers grow and protect their businesses and make better timelier decisions by showing them what's working for their competitors, partners, and affiliates.

This expanding business is looking for a market research professional to assist the Hitwise clients to better understand how to apply the Hitwise data to their business. In this role, you will:

- Assist clients with online measurement reporting (Hitwise and integration of other metrics).
- Support Account and Sales Directors on developing strategies for specific client accounts.
- Manage Internal Intelligence Management by ensuring key client documents are maintained on the intranet and develop reporting templates for clients, that can be used globally, including Hitwise CI, site analytics and other data sets
- Educate internal and external clients on new product launches, including custom benefit analyses.
- Provide testing and feedback on new products.
- Contribute to the development and innovation for new and existing products.

Job Requirements:

- Experience within industries such as media, marketing, advertising, audience measurement/research.
- Bachelor Degree preferable majoring in Information Systems, Marketing or statistical related degree
- Excellent presentation skills
- Strong computer literacy skills in Microsoft applications
- High level numeracy skills and attention to detail.
- Detail oriented, pro-active and able to work autonomously.

We offer successful applicants an attractive remuneration package. Interested parties should send a covering letter outlining how you meet the job requirements and a full resume to careers@au.experian.com and quote the vacancy ref. number above.

Only short-listed candidates will be contacted. All information provided by the applicant will be treated in strict confidence and used for recruitment purposes only.

For more company details, please visit www.experian.com.au