

VIDEO OPERATIONS ANALYST

GRV Media is a high-growth, multi-platform new media company with a 20 year successful track record and 120 staff and content providers. Our own and partner sites achieved 420m page views in the first quarter, from 173m users.

As our Video Operations Analyst, your primary task will be building, maintaining and monitoring a suite of reporting tools to maximise video performance and revenue across our websites. This is a critical role in strategic planning and supporting editorial and revenue operations leadership, and reports to our Operations Manager. The successful candidate will have the freedom to try new strategies to improve performance, and you will work closely with video producers, content editors, advertising operations, leadership and external stakeholders.

The role will suit someone with a strong analytical mind and the desire to drive positive outcomes and behaviour through data. This is a junior role with lots of room for growth and applications from recent graduates with the right skillset / interests will also be welcome.

GRV Media is a UK based, remote company and applicants are asked to apply only if they have a right to work in the UK, are prepared to work remotely and enjoy doing so.

Main areas of responsibility:

- Identify, diagnose, triage and remedy day-to-day issues
- Maintain and update video platforms
- Create, maintain and provide platform activity insights to editors and senior managers ensuring that content is performing as best as possible
- Overlay revenue data on top of platform insights to inform and improve KPI outcomes
- Identify new and optimal methods for video optimisation
- Analyse and help improve video usage and pages per session
- Track new platform and revenue initiatives with supporting research and regular progress to inform success of projects and next steps
- Support ongoing ad hoc revenue projects and partnerships
- Take part in cross functional collaboration by sharing operational expertise with Product, Engineering, Content & Programming, Marketing, Sales, and Ad Operations

Key skills:

- Knowledge of digital media
- Familiarity with YouTube would be an advantage
- Strong analytical, decision-making and problem-solving skills.
- A working knowledge of Data-Entry and a content ingestion environment
- Excellent verbal, written and Google Suite (Drive, Docs, Sheets) skills
- A positive attitude and a willingness to learn.
- Understanding of digital media and digital advertising metrics and the current industry trends would be an advantage
- You are coordinated, structured and a team player who can help out with things that are outside the scope of the role.
- You will have the ability to think at a broader, strategic level

Benefits

- A competitive salary depending on experience
- Discretionary bonus scheme
- Company Pension contribution
- A professional but friendly working environment.

Applying

Apply via email using the link below. Include your CV, a little bit about you, some examples of projects you've worked on, and why you'd like to work with us. Applications from recent graduates with the right skillset / interests will also be welcome.

[Apply Here](#)

If we think you're a good fit we'll arrange a telephone call with you soon after that.

We are an equal opportunity employer.

Seniority Level
Junior level

Employment Type
Full-time

Industry
Online Media, Publishing, Marketing &
Advertising

Job Functions
Business Analyst

