



Job Posting: HEAD OF RESEARCH

Background

[thinktv](#) is a marketing and research association dedicated to the advancement of commercial television in all its forms: Our goal is to help advertisers and their agencies get the most out of the amazing medium that is TV.

We know that TV – with its unbeatable reach, premium content, and attention-grabbing format – is the most engaging and effective advertising medium available to marketers. Simply put, it is the best tool to launch a product, build a brand, and drive sales - but not everybody knows that; our job is to prove the value of TV advertising in all its forms – and share the best ways to unlock its potential - which we do through research, events, bespoke presentations, and collaborations with marketing experts around the world.

thinktv is supported by its member companies who together represent over 95% of commercial television advertising revenue in Canada.

The Role

thinktv is looking for a research lead who can be an effective advocate for TV advertising: Busting myths, uncovering insights, and providing value to the advertising community. This person has extensive agency and planning experience, and understands the challenges facing agencies and their clients today. We're looking for someone who can lead proprietary research projects, develop and share bespoke presentations, and act as a liaison with brands and media agencies. Ultimately this is someone who can find, develop, and share key insights that help marketers get the most out of their media plans. This role reports into thinktv's President and CEO.

Responsibilities

The key elements of the role are as follows:

- Develop and lead insight-led research projects focused on advertising and marketing effectiveness.
- Develop and present a range of themed presentations showing the power of television, highlighting advancements in the media including Connected TV and addressability.
- Produce case studies demonstrating how TV has been used to strong effect.
- Develop educational presentations to help the ad industry understand the workings and advantages of TV advertising.
- Support agencies in their TV planning needs and ensure they get the best out of their television plans.



- Build and develop relationships with advertisers, agencies & shareholders to ensure they are aware of all that thinktv has to offer.
- Educate, inspire and deliver first class insights about all things television, internally and externally.

Qualifications

The ideal candidate comes from the agency side of the business and has a full and thorough understanding of the media planning process; this person is passionate about television - both as a viewer and as an advertising medium.

- 5 years as a media planner / strategist
- Excellent presentation and communication skills
- Expert knowledge of all media, including television in all its forms (connected TV, addressable TV, etc.)
- Experience in measurement: Proficiency with 3rd party syndicated research resources (e.g. Numeris, Comscore, Vividata)
- Detail-oriented but leads with big picture thinking
- Entrepreneurial in spirit – we are a small team with lofty goals

The successful candidate will be a self-starter who is interested in insight-led research and supporting the advertising community.

What we offer

A welcoming environment in an exciting industry, and an opportunity to make a big impact within a small team. Competitive pay, benefits, and flexibility.

To apply for this job

Please submit your resume and introductory letter to info@thinktv.ca

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