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Sales Coordinator

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Company: NBCUniversal

Location: Bogotá

Category: other-general

Descripción de la empresa

As one of the world's premier entertainment portfolios, **NBCUniversal International Networks & Direct-to-Consumer** delivers quality content and compelling brands to over 160 territories across Europe, the Middle East, Africa, Latin America and Asia Pacific. Delivering a full range of entertainment experiences to local audiences across the globe, the unique brands include UNIVERSAL TV, SYFY, E! Entertainment Television, 13TH STREET, DIVA, Studio Universal, Telemundo, Bravo and DreamWorks. **Universal+** (a hybrid linear and non-linear service) aggregates the group's brands on affiliate platforms, offering subscribers both live programming and an extensive range of compelling VOD content, including territory premieres and full boxsets, available all in one place. NBCU's direct-to-consumer activity outside the US includes **hayu**, the all-reality SVOD service available in 27 territories – including the UK, Canada and across Europe and Asia Pacific – as well as the upcoming launch of **Peacock** on Sky in late 2021.

NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a premium ad-supported streaming service. NBCUniversal is a subsidiary of Comcast Corporation.

Descripción del empleo

NBCU is seeking a Sales & Insights Coordinator to assist in the development of sales and analytics solutions for NBCU's linear and digital products in Central America and Mexico. You will work hand in hand with the Sales Insights Manager to provide consulting to the Sales, Marketing and Creativity departments.

Ideal candidates will possess strategic thinking and be able to propose ideas based on Insights. Additionally, they must be passionate about Media research and multi-screen entertainment media.

Requisitos

- Ability to analyze various sources of information, tell creative storytelling stories, visualize data and develop presentations with a focus on the customer perspective.
- Experience related to sales research including TV, multiplatform, agency, or consumer research.
- Knowledge of TV and digital measurement tools such as Kantar IBOPE Media (Instar, TGI, TechEdge) and Brandwatch.
- Strong quantitative and qualitative skills, including both analytical ability and mathematical ability.
- Strong understanding of behavioral data and primary information.
- Experience in Microsoft Excel and PowerPoint is essential.
- Have a Bachelor's degree preferably in one of these areas: Advertising, Communication, Computer Science, Marketing, Mathematics or Statistics.
- Understanding of the terminology and methodologies of the television industry relevant to open TV, pay TV, and new media.

Información adicional

NBCUniversal's policy is to provide equal employment opportunities to all applicants and employees without regard to race, color, religion, creed, gender, gender identity or expression, age, national origin or ancestry, citizenship, disability, sexual orientation, marital status, pregnancy, veteran status, membership in the uniformed services, genetic information, or any other basis protected by applicable law. NBCUniversal will consider for employment qualified applicants with criminal histories in a manner consistent with relevant legal requirements, including the City of Los Angeles Fair Chance Initiative For Hiring Ordinance, where applicable.

If you are a qualified individual with a disability or a disabled veteran, you have the right to request a reasonable accommodation if you are unable or limited in your ability to use or

access as a result of your disability. You can request reasonable accommodations by emailing .

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