



Media Intern

Big Data is in our DNA. And our Media Team is growing fast. IRI continues to innovate in the space and has developed and integrated the world's largest cross-channel media, social and online/offline purchase data sets to help our clients maximize the ROI for media spend. Our Media Analysts focus on providing comprehensive insights to our clients by analyzing the impact of digital and other media on CPG shopping and purchasing.

Do you enjoy analyzing and interpreting media and digital data trends/patterns? Can you translate data into meaningful solutions for clients? Can you plan and focus your time to manage and deliver data extracts and reports? Can you work in a fast-paced environment? This position for you. Salary is negotiable and commensurate with experience.

Role Description: Assist and support CPG vertical team leads with the day to day sales efforts

Responsibilities:

The intern will be assigned to a mixture of special projects and some core job function areas intended to build knowledge and capacity in Media Operations and work on Sales Marketing projects.

- Support the client leads and associates by helping them to maintain existing accounts
 - Create portfolio of case studies – short and long form based off number of completed projects for all aspects and products within the portfolio
 - Re-vamp sales materials around value propositions for current and prospective clients
 - Assist with account and market research for business development
 - Create competitive analysis around pricing and program delivery
- Create a strategy for content development at key conferences for speaking engagements
 - Focus on 3-4 key subjects and develop outline and research for key blogs, papers and webinars
 - Use all materials at access

Interns Will Benefit By:

- Developing real world media advertising and sales skills
- Understanding the sales process and business systems related to sales operations
- Learning how to strategically develop and qualify revenue opportunities.
- Having opportunities to develop professional relationships and engage with multiple IRI departments

Key interfaces and support contacts: During this time, the intern will become an integral part of the Sales Team. Interns will engage with multiple levels of sales reps within the whole organization to shadow, assist & help grow their business, establishing relationships organizationally.

Engage and work in collaboration with various levels of the sales organization – including direct day to day contact with Team Lead, Client Management & Product and Brand Marketing.

Qualifications: The right candidate will possess excellent attention to detail, strong communication skills, and an interest in sales and the tech industry.

- Strong communication skills (written, verbal, and presentation skills)
- Hardworking, roll with the punches, look at obstacles as learning opportunity, exemplary problem solving skills
- Ambitious and have a strong desire to build a career path in sales
- Love working with data and systems to support a growing organization



- Exceptional organizational and planning skills with high attention to detail and ability to multitask
- Ability to thrive in a fast paced deadline-driven, team environment, while also delivering independent results
- Web-savvy with a proficiency in web- research, and experienced in Microsoft Word, Excel, and PowerPoint,

Our Benefits

We offer a comprehensive benefit package (health, paid time off, 401(k), etc.) with additional unconventional offerings such as volunteer time off, flexible work arrangements, virtual doctor access, etc., along with the unrivaled benefit of working with our people - the best in the business.

Our Culture

We're thrilled we get to work on the most interesting business challenges facing the CPG and retail industries. We regularly uncover new "aha moments!" by closely collaborating with our colleagues and developing competencies centered around the following values: Collaboration, Personal development, Executional excellence, Client growth, Innovation and creativity.

IRI is an equal opportunity employer. We evaluate qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, and other legally protected characteristics. The EEO is the Law poster is available here: [DOL Poster](#). IRI is committed to working with and providing reasonable accommodations to individuals with disabilities. If you need a reasonable accommodation because of a disability for any part of the employment process, please send an e-mail to Talent.Acquisition@iriworldwide.com and let us know the nature of your request and your contact information.