



## **MRC Job Description: Media Research Audit Projects Director**

The Media Rating Council seeks an individual with significant industry experience in media research and measurement, and a strong knowledge of the issues related to industry standards for media and advertising measurement, to join its New York-based full-time staff in the role of Media Research Audit Projects Director.

This individual will contribute to all MRC activities, with special emphasis on management and oversight of certain specific MRC audit-related activities. These tasks will include managing audit projects on behalf of MRC, reading and synthesizing the content of audit reports, determining and prioritizing areas identified in audits as non-compliant with MRC requirements, summarizing and communicating relevant findings in writing to measurement services and MRC members, and following up on issues to bring these projects to successful closure.

In addition, the Audit Projects Director will perform such other duties as assigned by the senior management of the MRC in support of its auditing, accreditation, and standards setting activities, which are aimed at advancing the MRC's mission to promote the availability of valid, reliable and effective research products to the media marketplace.

Specific responsibilities of the Audit Projects Director will include the following:

- A leading role in support of MRC's audit and accreditation activities, including audits performed outside the U.S., with a particular emphasis on audits of digital measurement and related services (such as location and data enrichment sources), but also inclusive of audits of services in other media measurement lines, including Television, Radio, Print, Out of Home, and Cross-Media combinations thereof. This role involves:
  - Reviewing audit reports and identifying and interpreting audit findings as they relate to applicable standards compliance criteria to help inform MRC audit conclusions.
  - Participating in, and, as directed by MRC's senior management, leading meetings to review and discuss audit results with MRC member subcommittees.
  - Performing appropriate follow up actions on assigned audits, including summarizing audit findings and accreditation outcomes, preparing written communications directed to measurement services, coordinating with CPA auditors engaged by MRC, overseeing measurement services' remediation processes as necessary, and acting to bring annual accreditation processes to timely conclusions.
  - Maintaining ongoing relationships and serving as an initial primary point of contact with services that are engaged in the MRC's accreditation process.
- The ability to effectively represent MRC to internal and external constituencies, including MRC member organizations, accredited measurement services and services seeking accreditation, both in the U.S. and elsewhere, and to other industry organizations and bodies.
- Assist as needed with other organizational projects and priorities, including providing assistance with logistical support, as assigned by senior management.

Job Requirements:

- A minimum of 8-10 years of experience in positions involving both the use of media research products and an understanding of media research methodologies, including digital measurement techniques and practices. The ideal candidate will have first-hand experience with organizations that are directly involved in the buying and selling of media advertising, and the ability to effectively bring these perspectives to MRC accreditation deliberations.
- Bachelor degree required, preferably in business, mathematics, statistics, data science, information technology, or the social sciences. An advanced degree is a plus.
- A strong understanding of MRC, and its industry oversight and standards-setting roles and functions, is critical. Prior direct experience participating in MRC accreditation proceedings as an organization's MRC member representative is considered a strong plus.
- Strongly demonstrated written communication skills are essential to this position, as is an above average capacity to manage project details.
- The position requires a demonstrated ability to successfully manage multiple projects simultaneously to their conclusions with a minimal amount of day-to-day supervision.
- Knowledge of current developments in media measurement practices, both in the U.S. and globally, as well as a strong knowledge of the media industry in general, is required.
- A willingness and ability to travel internationally.
- Experience working with and communicating with senior management level personnel of organizations involved in the buying and selling of media advertising, and/or media measurement-focused organizations and media industry trade associations, is highly desirable.

Qualified applicants should submit a **resume and cover letter** detailing their interest in and qualifications for the position via email to [hr@mediaratingcouncil.org](mailto:hr@mediaratingcouncil.org).

Applicants should clearly state Salary Requirements in their cover letters. **Applications received that do not include Salary Requirements will not be considered.**

Applications will be considered if received before May 31, 2019, or until the position is filled.