

Liberman Broadcasting, Inc.

RESEARCH DIRECTOR JOB DESCRIPTION

Overview

The Research Director reports to the General Manager and Sales Managers of Liberman Broadcasting, Houston's Television and Radio stations and is primarily responsible for create the research presentations for all LBI Media properties in Houston.

Primary Responsibilities:

- Serve as the market's contact to various research companies to arrange training, share data and other responsibilities.
- Prepare and conduct quarterly Arbitron and Nielsen presentations for key clients.
- Monitor market trends and create useable information for sales when possible.
- Work with programming and management to analyze ratings as needed.
- Draw analytical insights from consumer research efforts and make recommendations to affect overall business direction
- Produce and present results in professional form at appropriate level for an executive audience
- These projects are highly visible and reach top executives in the Company. They require a seasoned professional who has...
 - o Ability to synthesize data into informative reporting
 - o Advanced analytical and presentation skills

Requirements:

- A research background is essential, media preferred. The Research Director should be well versed in the Arbitron and Nielsen ratings system.
- Must demonstrate a strong attention to detail with excellent organization skills.
- The Research Director needs to have a strong working knowledge of Microsoft Office (Word, Excel, Powerpoint) and an ability to work under deadlines.
- Excellent communication and writing skills are required.
- Familiarity with some ratings tools is desired. Computer proficiency (MS Office applications) is essential.
- Candidate must have solid background in statistical analyses, be able to multi-task several projects at once; have the ability to prioritize; and have an excellent, general, business-sense.

COMPANY BENEFITS:

Medical, Dental, Vision, 401k Plan, Paid Holidays & vacation

COMPANY OVERVIEW:

Liberman Broadcasting of Houston is a member of LBI Media, Inc. LBI Media, Inc. is the largest privately-held, Spanish-language broadcaster in the United States. The Company owns fifteen radio stations and three television stations in the Los Angeles, CA, Houston, TX and San Diego, CA and Dallas, TX markets.

Email resume to rmartinez@lbimedia.com or fax 713-315-3508. We are an Equal Employment Opportunity Employer.