



## **ASSISTANT ANALYST, MOVIE AND GAME RESEARCH**

Interpret, LLC (<http://www.interpretllc.com/>) is a leading consumer market research and consulting firm focused on the intersection of traditional and new media. Our clients include the top global media and entertainment companies, including most of the major motion picture studios, video game publishers and online content providers, as well as advertising agencies, and media planning firms.

Interpret is one of a handful of firms with recognized expertise in motion picture, DVD/digital download, high-definition, videogame, mobile, and in-game advertising research. Recent projects include DVD targeting/marketing research for a summer tentpole movie franchise, a study of iPhone owners' media habits, a 5-country study of the high definition movie market, and a major study to optimize the effectiveness of ads in videogames. Approximately 50% of our work is outside the US, and we are among the fastest-growing firms in the industry. The firm is based in Santa Monica.

Interpret is currently hiring an Assistant Research Analyst. The assistant research analyst is responsible for managing market research studies, including managing field and vendor relationships, soliciting bids and negotiating costs, analyzing data, and writing client reports. This position reports to the Senior Analyst, Strategy & Analysis at Interpret.

### **Company Culture:**

- Young, open, casual workplace
- Merit-based: entrepreneurial, not bureaucratic; clear path to career advancement
- Team-based, collaborative environment
- Commitment to continued learning: mentorship training; the firm's Interpret University holds classes in new methodologies, industry trends, and research skills, often bringing in outside speakers

### **Responsibilities:**

- Help devise and design custom market research projects for home entertainment, theatrical, video game, mobile and media & advertising clients (domestic and international attitude and usage studies, forecasting, market trend analysis, advertising effectiveness studies, etc.)
- Assist in all phases of the research process, including vendor management, study design, questionnaire development, monitoring field and tab, data analysis and report generation
- Secondary responsibilities include working with manager to develop new research products, and support client service and business development efforts across key accounts

### **Requirements:**

- Bachelor's degree
- This is an entry-level position and Interpret will provide all necessary training. However, prior experience or coursework in marketing research, media and/or entertainment is a plus
- Strong intellectual curiosity and drive to try new things
- Superior communication and writing skills
- The candidate should also possess and be able to demonstrate attention to detail and the ability to work under tight deadlines

**Compensation Details/Other Benefits:** competitive salary + bonus + benefits