



JOB DESCRIPTION

January 29, 2025

Title: Vice President, Syndicated Research Audits
Area: New York Area, USA
Salary Range: \$180,000 – \$240,000

Overview:

The Media Rating Council (MRC) is the advertising industry's self-regulatory body which sets Standards and conducts audits to ensure that media measurement products are valid, reliable and effective. This unique non-profit organization was formed in the 1960s at the request of the US Congress after it came to light that some televised quiz shows in the 1950s were rigged with outcomes resulting in higher ratings and increased advertising revenue. After public Congressional hearings were held to investigate the allegations, it was determined that the Communications Act should be amended to include a call for an independent organization to review, audit and accredit measurement services. Hence, the MRC was born.

Today, with over 170 members and growing, the MRC is comprised of advertisers, agencies, publishers and industry associations across TV (Linear, non-Linear), Digital, Out of Home, Print and Radio. The organization is on the forefront of devising measurement standards for the new ways that media is delivered to consumers (emerging media such as retail media and augmented reality are current examples). Through conducting annual independent audits (approx. 120 products per year) overseen by the MRC, the MRC authenticates, accredits and ultimately promotes real, lasting change in the industry.

About the Role

The Media Rating Council (MRC) is seeking an individual with experience in using and/or evaluating media research and measurement, and a strong knowledge of the issues related to the media and advertising industry, with emphasis in larger scale syndicated measurement products and emerging measurement methods impacting those products, to join its New York-based full-time staff in the role of Vice President, Syndicated Research Audits.

This is an exciting time to join the MRC with lots of growth and industry interest in our work. This individual will contribute to all MRC activities, but will have special emphasis on management and oversight of large syndicated-product audit activities in coordination with other MRC leadership personnel. These tasks will include managing audits 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 seeking measurement service actions to bring these projects to successful closure. Media focus areas will be in video audience measurement and audio as well as future cross-media products that include video and/or audio. Given the size of the MRC staff and our work demands, this individual will also participate in and lead efforts for other types of audits, such as digital, retail media, multi-media/print or Out of Home (OOH).

In addition, the Vice President, Syndicated Research Audits 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 measurement to the media and advertising marketplace.

Specific responsibilities of the Vice President, Syndicated Research Audits will include the following:

- A leading role in support of MRC's audit and accreditation activities, inclusive of audits of services in various media and advertising measurement lines, with an emphasis in video and audio measurement, but also including Digital, Print, OOH, Cross-Media measurement, as well as other emerging measurement methodologies (i.e., big data). 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 committees.
 - 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.
 - Assist in reviewing and approving audit scope, cost and coverage.
- 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.
- Support Standards setting activities including research, data analytics and organizing feedback.
- Support MRC member relationships including subject matter reviews, creating and delivering educational materials and serving as an ongoing audit matter point of contact.
- Assist as needed with other organizational projects and priorities, including providing assistance with logistical support, as assigned by senior management.

Requirements:

- A minimum of 8 years of experience in positions involving both the use of media and advertising research products and evaluating the results of research including an understanding of media and advertising research methodologies. The ideal candidate will have first-hand experience with organizations that are directly involved in the buying and selling of media and advertising in the video audience measurement and/or audio space, and the ability to effectively bring these perspectives to MRC accreditation deliberations.

- A strong understanding of the media industry and advertising marketplace is critical. An understanding of or prior direct experience participating in MRC accreditation proceedings is also considered a strong plus.
- Strongly demonstrated written and verbal communication skills are essential to this position, as is an above average capacity to manage project details.
- Strong capacity to work independently and function within the framework of a small organization, including proficiency with technology used by MRC to support daily activities.
- 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 and advertising measurement practices, both in the U.S. and globally, as well as a strong knowledge of the media industry in general, is required. Prior experience with digital measurement as well as cross-media, big data and other emerging measurement methodologies is a strong plus.
- 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.
- Bachelor degree required, preferably in media, business, statistics/data science, information technology, research or the social sciences. An advanced degree is a plus.
- The majority of the role accommodates working remotely, however the candidate must have the ability to work at MRC's NYC Midtown office at a frequency that varies, but may be once or twice a week during busy periods.

The MRC is committed to Equal Employment Opportunity and to attracting and retaining the most qualified employees regardless of race, national origin, religion, sexual orientation, gender, age or disability.

Qualified applicants should submit a resume and cover letter detailing their interest in and qualifications for the position via email to 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.