

**BUSINESS INTELLIGENCE & MARKETING ANALYST / Video-On-Demand
(M/W/D)**

Fulltime | Berlin | Immediately

ABOUT US

We are PANTAFLIX, a 3-year old entertainment start-up from Berlin with technology and development at heart. We might be just a group of film enthusiasts with decades of film and production experience, yet we share a common vision of shaping global VOD consumption.

We are part of a bigger holding company, PANTAFLIX AG, that is focusing on film & content production, social media and movie distribution. Our parent company gives us the stability that allows us to focus on what we can do best: build amazing apps, architecture and develop great VOD platforms, where we showcase the freshest Hollywood studio content, a range of indie movies, European classics and more. Our other sister companies include production company, Pantaleon Films (creator of 8 box-office hits and Amazon Prime series), March&Friends online product placement experts, and branded entertainment agency, CC15.

JOB OVERVIEW

Are you an expert in Business Intelligence and Marketing Analytics with experience in the Video On Demand industry, who loves movies & great TV? You know what it takes to set, track and report KPI's in the various VOD segments?

Well, hi there!

We are launching two new services within our video-on-demand platform, therefore our Marketing team is looking for a skilled Business Intelligence and Marketing Analyst that knows all about data analytics, business & marketing forecasts, data reporting and metrics optimization.

The Business Intelligence & Marketing Analyst Manager is also in charge of providing all internal and external reportings.

RESPONSIBILITIES & GOALS

- Identify the data to collect
- Define and fine tune the data visualization in the dashboards of our data BI tool
- Reports Marketing KPIs attributed to campaigns and consumer facing touchpoints, such as CRM, SEA, Display, Affiliate, Social etc
- Implement new data metrics for our new services in AVOD and SVOD
- Develop policies and procedures for the collection and analysis of data
- Together with our product team you'll oversee the deployment of data to the data warehouse
- Develop and evaluate all forecasts depending on statistical modeling and marketing strategies.
- Review customer files to ensure integrity of data collection and utilization

WHO YOU ARE

- Bachelor's Degree in Business Administration or related field
- 5+ years' experience in a business intelligence role ideally in the VOD industry
- Experience in analyzing data and creating reports
- Track record of partnering with business and engineering to deliver data-driven insights and translating those into process improvement recommendations
- Deep understanding of metrics and marketing KPIs and how to use them to guide a business
- Excellent analytical and problem-solving skills, combined with strong business judgement and an ability to present analyses in a clear and compelling manner

BONUS SKILLS

- SQL proficiency
- German speaker

WHAT WE OFFER

- A dynamic team with exciting personalities, passion for film industry and professionalism
- Opportunity to grow in a dynamic business environment
- An excellent and cozy working environment with flat hierarchies and a lot of flexibility in the heart of Berlin near Rosenthaler Platz
- High team autonomy and agile environment

Curious? Then send us your application, portfolio (PDF or webpage) and salary expectations TODAY!
career@pantaflix.com

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