

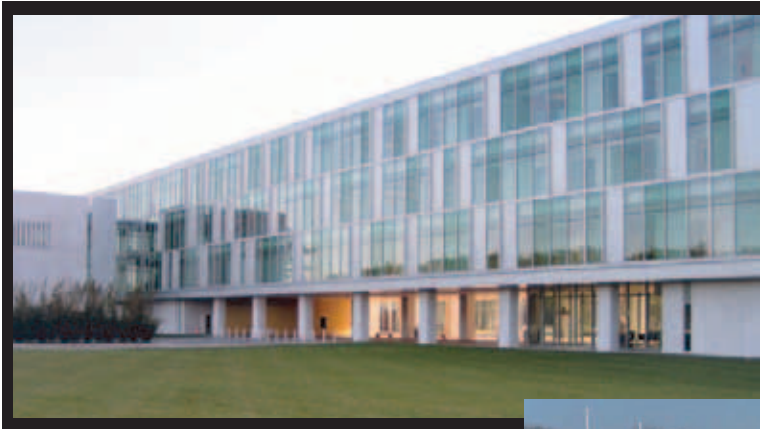


presents Innovative Training Solutions developed for...

# NIELSEN

Job Analysis

[www.nielsen.com](http://www.nielsen.com)



**Nielsen**  
Media Research



## Sealund Performs Job Analysis for Nielsen Media Research

Sealund & Associates partnered with Nielsen Media Research to perform a job analysis for the Regional Manager position within their company. Sealund created custom interview procedures, standards and questions in order to obtain the most relevant information when interviewing job incumbents and their supervisors.



“...I can truly say without reservation that the people at Sealund are consumer professionals!”

Ed Kiekens

Sealund Special Report



Contact Sealund at 1-800-434-8000 for more information  
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## *Knowledge...*

Associates from Sealund conducted interviews and performed job observations with Nielsen managers from California to the Carolinas. Upon completion of the interviews and job observations, Sealund created job statements which detailed the tasks performed in this management position. Sealund then created a survey that was distributed to all managers in order to determine the importance and frequency of these tasks.

Sealund analyzed and documented the results of the interviews and surveys and developed a detailed Competency Model. The Competency Model listed the knowledge, skills and abilities required to perform the tasks of the Regional Manager position.

## *Skills...*

## *Abilities...*

The Competency Model and corresponding data will be used by Nielsen's Human Resource department in a number of ways, including employee development and succession planning.