

Position Title	Senior Social Media Analyst
Department	Digital and Advance Analytics
Schedule	Full-Time
Location	Mumbai/Gurugram

OVERVIEW

Course5 Intelligence

We enable organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. Founded in 2000, our business areas include Market Intelligence, Big Data Analytics, Digital Transformation, Artificial Intelligence, and Analytics. Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

More information can be found at www.course5i.com

Global Offices

United States | India | United Kingdom | Singapore | United Arab of Emirates

SPECIFIC RESPONSIBILITIES

- As social analytics professional, lead and ensure that social media insights answer key customer questions and has meaningful actions for the clients.
- Identify, set up, develop and implement new processes for high quality output.
- Collaborate with team members and across teams for successful and smooth completion of work.
- Establish, lead and maintain open communication with client partners/external vendors.
- Establish and proactively identify project risks and develop risk mitigation plans.
- Ensure that projects are delivered on time and meet the client's requirements.
- Provide timely status reports, project analysis and recommendations.
- Maintain proper documentation of work and should adhere to processes.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

- Good understanding of social media tools & platforms –how they work and what are the opportunities.
- Should have knowledge and understanding about consumer market research.
- Tool management (Radian 6, Sysomos, Brandwatch etc.).
- Actionable insight generation, logical reasoning.
- Experience working in MNCs preferred.
- Proficiency with Microsoft Office [Excel & PowerPoint is must].
- Knowledge of advanced excel, R, Python etc. or visualization tools like Tableau, Raw, exhibit etc. would be an added advantage.
- Should exhibit design thinking.
- Good reading skills along with a desire to understand/empathize with end user perspective.
- Innovative thinking, and exceptional research/analysis and analytical capability with Logical, accurate, and detail-oriented approach.
- Post Graduate (MBA Preferred) with 2+ years of experience.

ADDITIONAL REQUIREMENTS:

- Should be internet savvy.
- Strong work ethic & Self-motivated and ability to function as a team player as well as a leader.
- Prioritizing/time management skills.
- Prefer having strong decision-making and inter-departmental communication/delivery. In-time delivery of the deliverables without any backlogs or pending tasks/work.
- Quick learning of the unknown and speedy reaction to the sudden requirement aroused.