

Position Title	Associate Manager - Social Media Analyst
Department	Digital Analytics & Insights
Schedule	Full-Time
Location	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

- Work with senior members of the team to complete the social media projects.
- Knowledge of various social media platforms/communities.
- Conduct secondary research and gain understanding about the topic.
- Social listening tool setup including keywords, query parameters and dashboards.
- Take initiative on refinement of query parameter setup to ensure accurate and insightful mention analysis is available to report on by the end of the reporting period.
- Pull and interpret data from social listening tools to provide actionable insights.
- Create and edit reporting deliverable for PowerPoint, and Excel formats that transform social data into a clear story.
- Collaborate with team members for successful and smooth completion of work.
- Ensure that the given tasks 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

- Proficiency with social listening tools, such as Brandwatch, Talkwalker, Sprinklr etc.
- Proficiency with Microsoft Office [Excel & PowerPoint is must]
- Should exhibit design thinking and an analytical approach
- Exhibit complete ownership of the tasks/projects assigned
- 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
- Ability to communicate (written and verbal) effectively
- Experience with telecom industry would be an add on
- Leadership skills
- Post Graduate (MBA Preferred)/Graduate with 5-8 years of experience
- English must be the primary medium of instruction throughout academics

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.
- Quick learning of the unknown and speedy reaction to the sudden requirement aroused.