

Job Description

Company	Course5 Intelligence
Position Title	Senior Social Media Analyst/ Senior Analyst
Reporting to	XXX
Schedule	Full-Time
Work Location	Mumbai

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

Job Summary:

The **Sr. Social Media Analyst** will be an integral part of the Digital and Advanced Analytics business unit. This business unit is spearheading the Digital Transformation agenda for our esteemed clients, and the various client service delivery teams act as strong business partners to solve complex business problems, aimed at providing deep insights about their business performance, and enable intelligence bases decision making.

Job Responsibilities:

- Understanding/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 and work with the team members for successful and smooth completion of work.
- Ensure that the given tasks are delivered on time and meet the client's requirements.
- Ensure client satisfaction.
- Provide timely status reports, project analysis and recommendations.
- Maintain proper documentation of work and should adhere to processes.
- Experience working on client side ensuring 100% satisfaction and problem-solving approach.

Requirements & Qualifications:

Required:

- Minimum 3-4 years of experience Social media analysis & Market Research skills
- Social Listening tools preferably Talkwalker, Brandwatch, Meltwater, Synthesio and others.
- Ability to write Boolean queries to extract and manipulate data
- Proficiency with Microsoft Office Suite – primarily with Excel and PowerPoint
- Logical bent of mind to read and understand the data
- Data analysis and Insights writing skills are must

Good to Have:

- Experience with visualization tools such as PowerBI, Tableau, Looker, etc.
- Knowledge with creating crawlers to capture web data and familiarity with NLP models for sentiment analysis.

Course5 is proud to be an equal opportunity employer. We are committed to equal employment opportunity regardless of race, colour, religion, sex, sexual orientation, age, marital status, disability, and gender identity. If you have a disability or special need that requires accommodation, please keep us informed about the same at the hiring stages for us to factor necessary accommodations.

