

22feet(DDB Mudra)

Designation:

Senior Analyst-Social Listening manager

Job Profile/Description:

- ✓ In this role, you will be responsible for monitoring social platforms (Facebook, YouTube, Twitter, Instagram, Snapchat) and analyse the platform behaviour across a variety of brand accounts.
- ✓ You must be comfortable in conveying social media analytics and learning's (both verbally and written).
- ✓ You must feel at home with spreadsheets and see the stories within the data. You must be able to derive learnings based on the social numbers and know that numbers matter.
- ✓ You are obsessed with social media and enjoy learning what truly works.
- ✓ You must possess the ability to create visually clear presentations, combining data with content snapshots.

Some of the things we'd like you to do:

- ✓ On boarded onto the key accounts with full induction/training into all the other facets of the business (internal and with Client).
- ✓ Develop data-driven insights and collaborate with the account teams to provide ever-evolving strategy
- ✓ Be able to lead and provide strategic insights on social analyst matters. Be the agencies go-to-person for social knowledge and recommendations.

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A bit about yourself:

- ✓ 1-2years previous experience in social media listening/social media/market research/data analytics/statistics
- ✓ Analytic skills, quantitative and qualitative.you must like working with numbers
- ✓ Critical thinking/analytical skills, writing skills, communication skills
- ✓ Knowledge of social media analysis tools (not compulsion but preferred)
- ✓ Experience using social media platforms such as Twitter, Facebook, Instagram, LinkedIn, etc.
- ✓ Experience reporting on organic and paid social media performance.
- ✓ Experience with ad hoc or post mortem reports.
- ✓ Ability to uncover and communicate key social media insights.
- ✓ Be confident in their ability to translate daily/weekly analytics on social media platforms into true insights.