

Social Media Analyst

StratInt Research is looking for a social media analyst to assist with daily, weekly, monthly and quarterly deliverables. The analyst position is an entry-level position that uses research to answer client business questions and to uncover trends and data-driven insights across various traditional and social media sources. While previous social media experience is important, this role is more about report writing and analysis than content management. Applicants with solid writing skills are encouraged to apply.

Who We Are

We are a rapidly growing company that provides all aspects of monitoring and analytics to our clients. Comprised of a small team of supportive and collaborative people, we support each other every step of the way and thrive on exceeding our clients' expectations. We've worked remotely since our inception and are committed to staying connected with each other via chat, calls and Zoom. From daily alerts and real-time updates to quarterly reputation studies to executive dashboards – we do it all. As such, our team's responsibilities vary and our analysts are exposed to all aspects of this work. Our best analysts have these core skills in common:

- **Exceptional writing skills** – the ability to write reports that go beyond stating the obvious and can succinctly yet eloquently distill content noise into compelling summaries.
- **Obsessive attention to detail** – the ability to self-edit and function as an independent and competent analyst, whose work doesn't need to be constantly reviewed.
- **Analytical mindset** – the ability and desire to learn new analytics platforms and continuously improve our deliverables through enriching them with new and fresh ways of looking at data.
- **Customer obsession** – the ability to go above and beyond in every interaction with our clients, using all opportunities to add value for our clients and increase trust in our business.

Main responsibilities:

- Review top tier media articles and social media conversations on pre-selected topics of interest for inclusion in the daily and weekly monitoring reports (identify the relevant content, insert into the template).
- Summarize the key conversations on a daily basis into quick-read overviews.
- Respond to ad hoc internal and external client requests for real-time alerts and commentary.
- Leverage social listening tools/projects to develop strategies and analyze key topics of interest, influencer trends, and audience segments.
- Provide support for social media analytics deliverables through database/data mining activities.
- Assist with the production of reports, including collecting, tagging, analyzing, visualizing and summarizing data.
- Research and analyze various secondary sources (traditional media, social media, web analytics) to uncover trends and insights.
- Assist clients' social and PR teams to adjust messaging based on social media analysis and insights.
- Follow the political landscape and regulations and apply that understanding to clients' reporting deliverables.

Essential Skills:

- 2-3 years of experience of working in a research role analyzing mainstream and/or social media
- Demonstrated experience of using automated monitoring tools like Factiva, Meltwater, Hootsuite, NetBase, Talkwalker, Onclusive, Cision.

- Fluent in using Microsoft Excel for data manipulation and analysis. Advanced formulas and automating of Excel tasks preferred.
- Must be comfortable developing and distributing executive reports and summaries with minimal supervision using PowerPoint.
- Strong writing and analytical skills, ability to self-edit work with accuracy and consistency
- Prior experience of working in government affairs and/or healthcare industries is a plus.
- Working knowledge of, or fluency in, a language other than English is a plus.
- Bachelor's Degree in Public Relations, International Affairs, Marketing or related fields.

Please submit your resume and writing samples to careers@stratintresearch.com. Resumes without a writing sample will NOT be considered.