

## **JD-Senior -Social Media Analyst**

### **About Us:**

Locobuzz is a SaaS platform that converges with technologies such as Artificial Intelligence, Machine Learning, Big Data Analytics, and Automation, to provide brands with a 360-degree Customer Experience Management Suite. Locobuzz's powerful analytics algorithms have helped seasoned brands establish a strong foothold in the digital hemisphere and transformed their customer experience journeys.

Visit our website [www.locobuzz.com](http://www.locobuzz.com) for more information on our CX management products and services.

### **Responsibilities:**

- Identify industry-leading practices, technologies and analytic practices to share knowledge with the team
- Use data storytelling, visualization and analytical, and communication skills to build insights deliverables including reports and presentations
- Conduct deskside research to analyze the competitive landscape, determine brand perceptions, identify new opportunities, and provide actionable insights
- Collaborate effectively with peers and senior team members on strategic priorities and projects (research & analysis, visualization) as well as counterparts in marketing analytics and technology
- Translate research requests and questions into requirements for analytics, data science and research teams
- Provide analysis and measurement counsel to client team
- Distilling complex concepts into easy to understand information
- Location (Mumbai Work from office)

### **Professional Skills & Qualifications:**

- Previous work experience as Data Analyst, Social Media Analyst or similar role.
- Using enterprise productivity tools including Microsoft Office Suite and Google platforms and other project management software
- Understanding the evolving communications and media ecosystem, B2B communications, and analytical techniques
- Using news monitoring and social monitoring tools such as Talkwalker, Cision, Meltwater and Brandwatch to manage the daily monitoring process
- Hands-on experience with social media platforms and digital marketing campaigns.

- Minimum 3 years of experience with social media management tools available in the market.
- Using business acumen, analytical, and problem-solving skills
- Supporting communication and change management activities in support of the team's digital transformation to minimize cultural barriers, resistance to change
- Graduate only