

# SOCIAL MEDIA ANALYST JOB PROFILE

TITLE	Social Media Analyst
POSITION	Member in a team responsible for strengthening our online presence and increase our brand awareness through effective social media strategies and campaigns
UNIT	Marketing & Communications
SUB-UNIT	Social Media Management
DESCRIPTION OF AREA OF RESPONSIBILITY	<p>We are looking for a Social Media Analyst to monitor and implement "listening" tactics for our social media initiatives, including successful implementation of marketing usage. For this role, you should have a deep understanding of how different social networks operate (and the analytics they offer) and be familiar with Search Engine Optimization (SEO) for online content and paid social media. Solid understanding and knowledge in 3rd party analytics and listening tools are a must. You will be expected to strengthen our online presence and increase our brand awareness through effective social media strategies and campaigns.</p> <p>The responsibilities of the social media analyst include:</p> <ul style="list-style-type: none"><li>• Analyze user engagement and relevant metrics that can be leveraged for optimizing content and brand presence</li><li>• Build and support SEO strategies, including optimizing keywords in content marketing projects based on collected reports</li><li>• Work closely with Social Media Manager and the rest of the communications &amp; marketing team and help identify new opportunities and recommendations for alternatives on less engaging activities based on data and insight knowledge</li><li>• Ability to build understandable and easy to read reports for senior management and support with in-depth analyze when needed</li><li>• Coordinate with communications &amp; marketing team to assist and recommend on design for advertising campaigns</li><li>• Research how emerging social networks and features can benefit us and when they will not, and advise on current usage of platforms</li></ul>
REPORTS TO	Marketing & Communications Team Lead
DIRECT REPORTS	-
MEMBERSHIPS	Communications Team
COMPENSATION	Competitive, to be set in connection with the recruitment process
QUALIFICATIONS	<ul style="list-style-type: none"><li>• Previous work experience as Social Media/Digital Analyst in a similar role</li><li>• Hands-on experience with measuring social media platforms and digital marketing campaigns</li><li>• In-depth understanding of SEO, keyword research and Google Analytics</li><li>• Experience with social media analytics tools and 3rd party listening tools</li><li>• Ability to identify target audience and trends</li><li>• Time management and multitasking skills</li><li>• Interest or knowledge in blockchain technologies a plus</li><li>• Additional qualifications in digital technologies and a willingness to learn new</li><li>• Excellent writing and verbal communication skills in English. Additional language a plus</li><li>• Able to adapt and adjust in a fast paced changing digital environment a must</li></ul>