
Social Media & Market Research Analyst

Position Description

Position : Market Research and Social media Analyst

Location : PACE office

Experience : 2-5 years experience in similar roles

The Incumbent is responsible for implementing social media strategies and market research. The incumbent quickly understand and support initiatives that will contribute to the goals and success of the organization specific to social media. The incumbent is also principally responsible for interpreting data, formulating reports and making recommendations based upon the research findings

Key Functional Areas of Responsibility

- Manage and help to create marketing content to socialize and use for social media purposes
- Support SEO strategies by understanding keyword priorities and how they integrate into content marketing plans
- Assist in link building campaigns in coordination with client SEO goals
- Provide analysis and recommendations as the program evolves and can be reviewed
- Research and administer social media tools on a daily basis Monitor and evaluate social media results on a daily basis in coordination with goals and benchmarks
- Communication to team and management on project development, timelines, and results
- Work closely with the other team members to meet goals
- Keep pace with social media and internet marketing industry trends

and developments

- Communicating with CEO to understand and document the business objectives
- Formulating analysis plans and acquiring sign-off
- Conducting in-depth data analyses using traditional and advanced methods
- Authoring reports containing actionable recommendations
- Making presentations—answering questions and instilling confidence

REQUIREMENTS

A minimum of 2 to 4 years social media/Research industry

Strong analytic and critical thinking skills

Exceptional written, oral, and presentation communication abilities

Masters degree or equivalent