Job Title: Political Analyst

Location: Kolkata

Job Type: Full Time

Salary: Industry Standard

Overview:
We are seeking a skilled Political Analyst to join our team for the Digital Outreach and Citizen Engagement initiative of Institutional bodies. The ideal candidate will have a strong background in political science, sociology, or a related field, and will be responsible for analyzing political trends, public sentiment, and policy impacts. This role involves conducting sentiment analysis based on social media interactions, public feedback, and broader socio-political contexts to inform and enhance the outreach strategies of government initiatives.

Key Responsibilities:

1. Political Analysis:
  - Conduct comprehensive analyses of political trends, voter behavior, and public sentiment related to government policies and initiatives.
  - Provide insights into how political dynamics can impact the success of outreach programs and citizen engagement efforts.

2. Sentiment Analysis:
  - Utilize quantitative and qualitative methods to assess public sentiment through social media, surveys, and community feedback.
  - Analyze data to identify public perceptions, concerns, and attitudes toward various government initiatives and policies.

3. Data Collection and Reporting:
  - Gather and interpret data from various sources, including social media platforms, public forums, and opinion polls.
  - Prepare detailed reports and visual presentations summarizing findings and offering actionable recommendations for the project team.

4. Collaboration with Design and Content Teams:
  - Work closely with graphic designers, content creators, and social media managers to tailor messaging and outreach strategies based on sentiment analysis results.
  - Collaborate in developing targeted campaigns that resonate with the public's preferences and concerns.

5. Monitoring and Evaluation:
  - Continuously monitor public response to government initiatives across various channels, providing timely updates and analyses to the project team.
  - Evaluate the effectiveness of outreach campaigns and suggest improvements based on analytical findings.

6. Research and Trends Analysis:
  - Stay informed about local, national, and global political developments and their potential impacts on the project's objectives.
  - Conduct comparative analyses of successful engagement strategies from other regions or countries to inform best practices.

7. Policy Impact Assessment:
  - Analyze the potential implications of proposed policies and initiatives, assessing public support and readiness for implementation.
  - Provide strategic recommendations on communication and engagement tactics to enhance public acceptance and participation.

Qualifications:

- **Education:** Bachelor's or Master's degree in Political Science, Sociology, Public Policy, or a related field.
- **Experience:**
  - Minimum [3-5 years] of experience in political analysis, public policy, or social research, preferably in government, NGOs, or consultancy firms.
  - Demonstrated expertise in conducting sentiment analysis and synthesizing complex data into clear, actionable insights.

- Skills:
  - Strong verbal and written communication skills, with the ability to present findings clearly to a diverse audience.
  - Familiarity with social media monitoring tools and platforms for sentiment analysis (e.g., Brandwatch, Hootsuite, or similar).