Job Description: Digital Analyst – Social Media Listening & Query Optimization

Position: Digital Analyst

Location: Kolkata, 5.5 Days On-site

Job Type: Full-time

Overview:

We are seeking a highly skilled Digital Analyst with expertise in social media listening tools and data platforms to join our team. The ideal candidate will have hands-on experience with Meltwater, Brand24, and GDELT to build and optimize queries using keywords, filters, and datasets. Your role will involve creating and refining data collection mechanisms to analyze sentiments, issues, and trending topics among citizens from online news publications, social media portals, and influencers.

Key Responsibilities:

1. Query Development & Optimization:

  - Build, refine, and optimize advanced query sets in Meltwater, Brand24, and GDELT using keywords, Boolean operators, and filters.

  - Develop custom queries and dashboards to align with project objectives and key performance indicators (KPIs).

2. Data Collection & Analysis:

  - Leverage social media listening platforms to gather intelligence from diverse online sources, including online news publications, influencers, and social media platforms.

  - Analyze data to identify trends, sentiment, and key topics relevant to citizens and stakeholders.

3. Tool Utilization & Integration:

  - Maximize the functionality of Meltwater, Brand24, and GDELT to meet project needs.

  - Integrate insights from multiple platforms into a cohesive dataset for reporting and visualization.

4. Collaboration:

  - Work with cross-functional teams to align data strategies with organizational goals.

  - Collaborate with stakeholders to understand their requirements and translate them into actionable queries and insights.

5. Reporting & Insights:

  - Create detailed reports and presentations showcasing sentiment analysis, topic trends, and actionable insights.

  - Provide recommendations based on data to inform strategic decisions.

Requirements:

- Experience:

  - 2-5 years of experience in digital analytics, social media listening, or related fields.

  - Hands-on experience in building and optimizing queries in Meltwater (mandatory).

  - Familiarity with Brand24 and GDELT is highly desirable.

- Skills:

  - Proficiency in Boolean logic and advanced search techniques.

  - Strong analytical and problem-solving skills with the ability to interpret complex datasets.

  - Excellent verbal and written communication skills.

- Technical Expertise:

  - Experience working with social media listening and analytics tools.

  - Proficiency in Excel, PowerPoint, and data visualization tools (e.g., Tableau or Power BI).

- Education:

  - Bachelor's degree in Data Analytics, Marketing, Communications, or a related field.

Preferred Qualifications:

- Experience with natural language processing (NLP) tools or techniques.

- Familiarity with emerging trends in social media monitoring and data analysis.

- Certification or training in Meltwater or similar platforms is a plus.