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

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.