

Senior Social Research and Insight Analyst

Description

Who We Are

We Are Social is a global socially-led creative agency with unrivalled social media expertise. With 1,300 people in 19 offices spanning four continents, we deliver a global perspective to our clients in a time when social media is shaping culture.

We're proud to be a multi award-winning agency, with Cannes Lions, One Show, Webby and Shorty Awards, to name but a few. Our most recent work has seen us help [Pepsi](#), [Meta](#) and [Adidas](#) deliver some of their biggest and most innovative campaigns to date, from breaking into the metaverse to smashing records on TikTok.

As well as creating for clients, we help educate the wider industry. Our Instagram publication [The Feed](#) tracks culture at the speed of social. 6,500 people registered or tuned into our events last year, and our reports garnered more than 20 million views.

The Opportunity

Are you a Sprinklr expert and have used the tool extensively to generate insight?
Are you happy to build dashboards and widgets without supervision?

Do you feel comfortable with complex sets of data and feel proficient using pivot tables?

Are you able to understand how social and behavioural trends are evolving and how to mine these for actionable insights for brands?

Have you worked in a similar agency where you provided innovative social listening insights and created social content reports?

We Are looking for a Senior Research & Insights Analyst to work as part of a pan-European team of music and podcast obsessives, to make our client – a world-famous Music Brand – a loved, respected and authentic presence in the lives and feeds of music fans. You will have experience in understanding how social and behavioural trends are evolving and how to mine these for actionable insights for brands. You will have a strong grasp of data analysis, as well as going beyond the numbers and providing the 'why'. You will have experience speaking to a diverse range of audiences, including internal teams and clients.

Requirements

What You'll Have Delivered Elsewhere

- Produced stellar regular and ad hoc research reports, including data collection, analysis, visualisation and commentary in delivering a project end-to-end within the agreed scope of work

Hiring organization

Candidate-1st

Employment Type

Full-time

Beginning of employment

asap

Job Location

London, England, United Kingdom

Working Hours

40

Base Salary

euro USD 40K - 73K *

Date posted

May 19, 2024

- Linked findings and recommendations to broader social, behavioural and cultural insights to ensure that these findings are adopted and implemented by the client.
- Ensured there's a narrative and story to all work and allowed clients to easily understand the insights presented.
- Interrogated a client brief and worked with internal Strategy, Editorial and Creative teams in transforming research into world-class social campaigns.
- Regularly present research and insight projects to internal stakeholders, teams and clients
- Laddering social data up to business goals to demonstrate how campaigns have solved clients' business problems making sure we meet, exceed and develop the brief for the future.
- Supporting Directors in managing projects as well as juniors within the team.

What Else Are We Looking For?

- Sprinklr expert and have knowledge of Brandwatch, Netbase and Pulsar. Knowledge of Exolyt and GWI is a plus.
- Proven experience in consumer research and analytics, with a track record of interesting, innovative work that changed businesses.
- A lover of music and an interest in FMCG brands.
- If you can speak an additional language, in particular Spanish, German or Italian – this would be a bonus but not essential

Benefits

Our Culture and the Nice Stuff

Equity, Diversity and Inclusion runs in the water here at We Are Social. We are transparent about the changes that are needed, we are focused on making real strides, both internally and within the industry and we strive to truly be a workplace that represents, supports and advocates for ALL. Our Charter for Change in the UK can be found [here](#) which details our focus areas across People, Work and Culture in 2023.

If you require any support, adjustments or accommodations for any reason whatsoever during the recruitment process, please let us know via recruitment@wearesocial.net

So let's get to the good stuff, we offer all those things you would naturally expect; 25 days holiday, pension scheme & life assurance. But what we love most is connection, so we have our WAS Passport and Work From Anywhere schemes which allow you to truly connect to colleagues all over the world!

But what's life around here really like day-to-day? Well, we ask our people regularly what they think about us/their role and here are some of the most common things they say:

- I value my manager we have a good relationship
- We love to 'get social' with the people I work with
- Trusted to get on with the job, without 'micro-management'!

If this all sounds like the place you have been waiting to find then apply now! What are you waiting for?

How the process will look like

Your teammates will gather all requirements within our organization. Then, once priority has been discussed, you will decide as a team on the best solutions and architecture to meet these needs. In continuous increments and continuous communication between the team and stakeholders, you're part of making data play an even more important (and understood) part withing Brand New Day.

Job Benefits

USD 40K – 73K *