

Social Intelligence Analyst Jobs in Dubai | The Emirates Group Careers

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The successful candidate will data mine and analyse raw social information to derive actionable insights that are meaningful and important to CCMB, as well as help deliver re-useable

social reporting and analysis solutions. Enhance the capability of the team to synthesize huge volumes of complex social data and utilise listening technologies via data analytics & insights tools.

Job Responsibilities:

As a social intelligence analyst you will lead the work on social data mining and work closely with the insights and analytics team to deliver to business requirements.

Streamline data across social & data platforms and present large volumes of social data in ways that are universally understandable, easy to interpret and enable users to spot patterns, trends and correlations through self-service business intelligence.

Consult stakeholders on topic definitions, social listening measures and filters to define objectives and set deliverables for standard and custom reports.

Job Requirements:

Degree or Honours (12+3 or equivalent) in Digital Marketing, Ecommerce, Computer Science, Maths or related quantitative field.

5+ years experience running a social listening and intelligence program for a large, global brand ideally in a travel or service industry.

Strong understanding of social data, digital interactions and user behaviour tracking for social platforms.

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