

## WE ARE HIRING

# Consultant - Social Media Analytics

(full-time/part-time)

We are a leading consulting company for communication management and communication performance management, developing evaluation and measurement concepts as well as KPI systems for internal and external corporate communication.

As of now, we are looking for support for our team in Leipzig, in advising renowned companies (including Siemens, BSH, Continental, VNG) on management and strategic orientation regarding corporate communications, particularly in social media.

### **Your Tasks and Responsibilities:**

As a member of our consulting team, you will provide answers for strategic and operational communication management in various communication fields, together with our clients. Your tasks include:

- In the field of social media: conception and implementation of management and consulting concepts based on key performance indicators as well as optimization of concepts
- Conception, planning and implementation of data acquisition and qualification methods (e.g. social media analytics, web analytics, qualitative and quantitative surveys, content analyses)
- Evaluation of analyzed data and interpretation of statistical data
- Documentation and reporting of results, conception and preparation of results reports
- Phrasing of communication targets, development of strategies and recommendations for action
- Conception and implementation of workshops for our clients
- Project management in contact with our clients, including management of project staff and external service providers
- Offer preparation, resource planning and project accounting



#### REQUIREMENTS:

- › Master's degree in social studies or economics
- › At least 3 years of experience in project management and responsibility for projects in the field of communications or in management consulting
- › Experience with common social media monitoring and analytics tools including platform applications (e.g. Facebook Business Manager and advertising accounts)
- › Technical and essential understanding of social media platforms as well as experience in handling common social media monitoring and analytics tools (e.g. Facebook Business Manager and advertising accounts)
- › Interest in and feel for digital trends
- › Knowledge in the field of empirical methods
- › Ability to structure complex issues and to process them in a comprehensible way for customers
- › Solution-oriented approach, customer-oriented mindset and quality awareness
- › Happiness to share know-how with customers and colleagues
- › Very good knowledge of German and English



#### WHAT WE PROVIDE:

- › Varied and challenging tasks in a growing and family-friendly company with a cooperative definition of management
- › Scope for the implementation of your own ideas
- › Personal and professional development opportunities
- › A modern workplace in the center of Leipzig, easily reached with public transport
- › Flexible working hours
- › Fair remuneration and company social benefits

We are looking forward to your application!

**Submit your application or any questions via e-mail to:**

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