



Social Media Analyst - Measurement

About the company:

Social Media Group is one of the world's largest and best-known agencies helping business navigate the world of Web 2.0. It's a cool time to be us - we're breaking new ground every day and working with some of the largest and best-known names in both Canada and the U.S., teaching them about the power of social media and the benefits of transforming communications from dictation to dialogue.

Our current client list is here: <http://socialmediagroup.ca/clients/>

SMG is located in a restored 1830's commercial building in Dundas, Ontario, which is right beside Hamilton (approx 45 minutes from downtown Toronto) with rail links nearby and an average trip time, station to station, of 35 minutes in rush hour. There's a reason we're located in this amazing (affordable, diverse, historic, creative, quiet, family-friendly, green and beautiful) community. Candidates contacted for interviews will have the opportunity to discover this for themselves - we only ask that you don't tell anyone else!

If you have a passion for, and, interest in, all things web 2.0, a great understanding of what's going on out there, an ability to speak and understand tech, kick-ass communications skills and would describe yourself as a "perpetual student" - that's what we're after.

Here's what's in it for you:

- The opportunity to be a true social media pioneer - this is an amazing chance to be on the cutting edge of an exciting new space and make up the rules as you go along.
- Challenge yourself as you do things that no one before you has done. You'll have the opportunity to innovate and strategize as you work with our project teams to bring meaning to the metrics and measurements gathered in support of our programs.
- SMG is growing, managing to snag some of the biggest companies in North America as clients. There will be tons of room for (personal, professional) growth in the years to come.
- We don't do banner ads. At SMG it's all social media, all the time; our projects are 100% Web 2.0 driven.

- We're nice. Seriously. We've all worked with enough jerks to know we don't like 'em, and are committed to a workplace that thrives on respect.

Here's what we're looking for:

This is an entry level/intermediate position. SMG Social Media Analysts must possess proficiency in new and emerging technologies, and above all, love communications technology at the speed of change. The ideal candidate will be fast on his/her feet, exhibit excellent critical thinking skills, and be willing to tackle a wide array of challenges and handle a variety of requests, both internal and external. It's also critical that you have a deep understanding of the social media space that comes from active participation in online communities, blogs, presence applications, etc and a comprehensive understanding of new and emerging technologies and how they impact business, products, markets, personnel, outside influencers, etc. You must be able to work effectively and confidently recommend a variety of strategies and tactics to your team and our clients.

You should have a degree or diploma from an accredited university or college and between one and three years of experience in one of the following fields:

- PR/Interactive/Advertising
- Communications/Technology
- Business/Systems Analysis or Consulting

To Recap:

- Solid communications skills, both written and verbal
- A passionate interest in social media demonstrated by active involvement in social media networks: blogs, Flickr, Myspace, Digg, Facebook, Twitter, etc. (please include your profile links!)
- Excellent critical thinking skills – it's one thing to gather the data, you must help bring meaning to it for our clients and project teams.
- Relentless curiosity
- Comfort in a fast-paced environment

What you'll be doing:

- Conducting social media audits and research on behalf of clients
- Gathering data around brand visibility, tonality and traffic using web-based monitoring tools
- Providing context and meaning to clients around new and emerging technologies and trends, both formally and in informal "POV" calls/emails

- Conducting research, interviews, and writing up your findings (including analysis of what it all means) about new media technology both for clients and as a contributor to the SMG company blog
- Organizing data and audit research into presentation reports/formats as required
- Building relationships with client contacts, identifying potential PR issues and providing proactive counsel as part of the SMG Crisis Management Team
- Delivering multiple projects for multiple teams on time and on budget
- Accurately estimating expenses and time allotment for tasks
- Proactively managing correspondence (i.e. daily updates, activity reports, etc.)
- Participating in client presentations when necessary
- A solid understanding of the "big picture", both online and in business world

Sound like you? Please send your resume to:

Susan Correa

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Only candidates selected for interviews will be contacted. Thanks!