

**From**: Human Resource Department

**To**: Wilson Okoro

**Role:** Senior Analyst, Media Monitoring and Intelligence

**Reports to:** MD

**Job objective**

To engage in crisis and reputation management on behalf of the clients through tracking key messages, issues and audience sentiment, across different media channels thereby helping the company uncover new opportunities for marketing, PR, and other interventions.

**Job Responsibilities**

* Use monitoring tools provided to track, analyze media channels/news websites and report mentions (negative and positive sentiments) to the client.
* Compile and present executive reports for the attention of the client, giving a comprehensive overview of the media landscape, key stories, emerging trends, and any potential reputational risks or opportunities..
* Regularly conduct quality assurance of data feeds to ensure quality standards
* Monitor, analyze and report campaigns media coverage both on traditional and digital channels
* Compose and prepare daily, weekly and monthly reports for clients about their media occurrences, highlighting the nature of conversations, level of concern and recommendations.
* Provide real-time updates on stories that require immediate attention or response such as potential crisis and other reactive / urgent matters highlighting the nature of conversations, assessing the level of concern, and making recommendations.
* Identify communications solutions for clients based on the review of their results
* Attend to ad-hoc report requests as necessary, ensuring prompt delivery of accurate and relevant information.
* Collaborate to provide data drive insights for other teams

**KPIs**

1. Quality and precision of insights provided in report to client (client;s rating)
2. Content of reports over a period of one month must cover competitive intelligence , industry and crisis management (were applicable)
3. Timeliness of insights for company and client use
4. Level of provocativeness in detecting and mitigating potential crisis /reputation risk