

**From:** Human Resource Department

**TO:** Gabriel Ntoka

**Role:** Associate Consultant, Research and Intelligence

**Overseeing:** Research and Intelligence Team

**Reports to:** Funke, Kingsley and MD

**Job objective**

To lead the Research, Monitoring and Intelligence team in providing research information, analyze data to generate insights, monitor and report industry, economy, business, politics, trends, conversations and policies. To create insights and opportunities that guide client’s business decisions.

**Job Responsibilities**

* Set job objectives that enable individual member contribution to the team
* Lead the team 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, and other interventions.
* 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
* 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 and recommend 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-driven insights for other internal teams

**KPIs**

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