

## LEAD RESEARCHER

Linkfluence is a leading Social Data Intelligence company, offering organisations a unique approach to monitor, analyse and leverage social media. Thanks to our social media intelligence platform Radarly and the associated services, Linkfluence captures and analyses more than 200 million posts per day from over 300 million sources in 61 languages.

Founded in 2006 in France, Linkfluence has more than 200 talented people in its offices in the UK, France, Germany, China and Singapore and is growing strongly. We work with over 350 brands, agencies and public organisations including worldwide-known companies such as: Danone, LVMH, Ford, DBS, Korean Air...

You will be working with a young, energetic and rapidly growing international team. We are looking for passionate and smart people to help us shape the future of social data intelligence.

### MISSIONS

Linkfluence is looking for a talented candidate whose professional attributes will strengthen the company's research team. As Lead Researcher, you will work at the crossline between Social Media Researchers and the Research Director APAC. You will manage the production of monitoring and research reports for our clients.

Your responsibilities will include:

- Building and updating complex social media listening and analytics services
- Define the methodology, setup the dashboards and ensure data consistency
- Project management, coordination and production of any kind of reports and ad-hoc social media research on various topics and for a wide array of clients, using quantitative, qualitative or network analysis
- Delivering together actionable recommendations
- Ensuring the quality of the projects handled autonomously
- Present analysis and recommendations alongside the Research Director or Social Media Researchers

### ABOUT YOU

- As a must: we are looking for a native or fluent Chinese speaker to work on China and other market-related projects. A very good level in English is also mandatory. A third language on a professional level will be a plus.
- Minimum 3 to 4 years of successful experience in monitoring or traditional research. This professional experience led you to work on the image and reputation of major brands and companies (qualitative and quantitative analyses).
- Passionate about the digital ecosystem and in-depth knowledge of online media and the social web: Monitoring platforms and data-mining tools.

- Proven project management and transversal management skills
- Strong analytical and interpretation abilities (track record of producing high quality insights from social media data on both tactical and strategic levels)
- Excellent writing skills. Good interpersonal skills, team player
- Hands-on, can-do attitude, pushing things to the next level
- Advanced MS office (Excel and PowerPoint)

SALARY: Competitive, dependent on experience

START DATE: Asap

CONTRACT TYPE: Permanent

PLACE OF WORK: Both Shanghai and Singapore office can be considered

*Send us your resume and tell us the reasons why you would like to join us at:*

**[Jobs-CN@linkfluence.com](mailto:Jobs-CN@linkfluence.com) – Shanghai**

**[Jobs-SG@linkfluence.com](mailto:Jobs-SG@linkfluence.com) – Singapore**