

JOB DESCRIPTION – Internet Researcher

UKNetMonitor is a web-clipping agency, providing blue chip companies with reports on what is being said about them on the internet. We are looking for a competent and articulate researcher to support our internet monitoring.

Location	Kent Science Park, Sittingbourne, Kent
Hours	Full time –
Salary	£15,000 pa
Contract:	Permanent

Description

UKNetMonitor collates instances of where our clients - who include large blue-chip companies (The AA, Anglo American, ArcelorMittal, BSKyB, BSM, etc.) - are mentioned on the internet, for example customers or employees posting in blogs, discussion forums, social networks and so on. Using a range of tools our researchers (most of whom work from home) find relevant posts, and input posts into a large database, categorising them by subject, and assessing sentiment. These are then taken and put into printed reports and online dashboards for the client.

We are a small company (started in 2005) committed to providing a high quality service for our clients, and rewarding interesting work for our employees in a manner that helps to balance work and family life.

Skills and experience required

An enthusiasm for the internet is essential, but more importantly high level knowledge of Microsoft Office, especially Word, and a close attention to detail. A broad understanding of business issues would be helpful with an ability to identify key issues, as would a feel for languages – despite its name, UKNetMonitor monitors the internet globally.

The researcher will be working alongside the Managing Director and Editor in a small office at Kent Science Park near Sittingbourne, curating and processing mentions of clients. He or she will have prime responsibility for one client, and provide support for others where necessary – particularly holiday cover. There will also be ad hoc reporting and project work as the company seeks to meet client needs in an innovative way.

The position would suit someone with at least A' Level qualifications or above, keen to work in a new growing industry.

UKNetMonitor

Social Media Monitoring

Social Media Monitoring tailored to your needs.

UKNetMonitor has been tracking social media since 2005 - before Twitter or Facebook started in the UK – making us one of the most experienced and long-standing social media monitoring organisations. Our clients range from large-scale manufacturing, to the retail and service sector. Our roster starts with The AA, Anglo-American, ArcelorMittal, Asda, BSKyB, BSM ...

Our corporate heritage lies in corporate communications, with expertise in PR, IR, CSR, marketing, regulation and government affairs. Our focus is therefore on our clients' issues and reputation, rather than the buzz of social media. We are not a technology company. Nevertheless, we have developed our own proprietary systems and in house expertise to meet the specific requirements of our customers. Our service is customised exactly to meet your needs. Whether clients are concerned with customer service & relationships, brand reputation, digital marketing, consumer insight or risk management we provide a tailored service that feeds into existing workflows, and provides actionable information based on your needs rather than our system architecture. Each of our clients receives a different bespoke service with an account editor, dedicated researcher, and personalised online dashboard.

Comprehensive Coverage

We offer comprehensive coverage monitoring across the entire public web including blogs, discussion forums, newsgroups, online mainstream media, customer reviews, comparison sites, video, and social networks, including sites requiring registration and passwords. We are continually assessing and plugging-in to new emerging social platforms, such as Google +, Path and Pinterest. We monitor in most of the common languages, including Arabic, Russian and Chinese, across all territories around the world.

Full Service

We understand that the biggest single challenge facing companies seeking to manage social media is dealing with high volumes of irrelevant, duplicated, and insignificant citations. We provide a range of services that finds needles in haystacks:

- ✓ Websites, social networks, discussion forums, mainstream media comments, blogs, video and photo sites consumer reviews, etc.
- ✓ Global coverage in 26 languages
- ✓ All major international social networks including Facebook, Twitter, Weibo, Instagram, Flickr, Pinterest and VK
- ✓ Smart human assisted search
- ✓ Significance tests calibrated to client measures
- ✓ Site background information & influence assessment based on Klout scores, reach and social engagement
- ✓ Accurate contextual sentiment analysis
- ✓ Dedicated researchers
- ✓ Crisis management & real-time email or SMS alerts
- ✓ Data Mapping & translations
- ✓ Bespoke online dashboards & RSS/XML feeds
- ✓ Categorisation by client subjects, divisions, countries, products or issues
- ✓ Spam & Profanity filters
- ✓ Response tracking
- ✓ A range of reports including digests and statistical analysis
- ✓ Historic data analytics, trend graphs & charts

Accurate human intervention

Our approach is geared to accuracy: our systems are supported by a high degree of human intervention so that we can ensure:

- Information is correctly disambiguated and relevant to client specification.
- Significance appraisal is calibrated closely to client needs.
- Sentiment analysis is precise and context driven.
- Evaluation of influence is based not only standard statistical metrics, but a knowledge of the sector.

About UKNetMonitor

UKNetMonitor makes every effort to comply with best practice in corporate social responsibility. 75% of our employees work from home reducing the company's carbon footprint, and we actively engage in tree planting to off-set carbon emissions. As a socially responsible company we provide working practices that are family friendly and suit those with mobility disabilities. We are also fully engaged in our local community with local charities and cultural groups.

For more information contact:

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