

Job Posting: 4018 - Position: Social Listening Analyst Co-op Team: Marketing

Co-op Work Term Posted:	Summer
Application Deadline	01/11 11:59 PM
Application Method:	Career Bridge
Posting Goes Live:	01/04 7:20 PM
Job Posting Status:	Expired

Company Information

Organization	Electronic Arts Canada
Salutation	Ms.
Job Contact First Name	Jane
Job Contact Last Name	Doe
Contact Title	University Relations Specialist
Address Line One	1234 Stanley, 6e étage
City	Montreal
Postal Code / Zip Code	T1K 3M4
Country	Canada

Job Posting Information

Term Posted	Summer
Job Title	Social Listening Analyst Co-op Team: Marketing
Duration	4-16 Months
Job Location	Burnaby, BC
Job Description	

About EA

It's not easy building the world's best digital playground. It's hair-standing-up-on-end-exhilarating. It's down-in-the-trenches-challenging. Its stroke-of-brilliance-at-midnight creative. It's you—taking risks, challenging yourself, pursuing ideas, changing the way millions of people do something they love: Play. We're EA—we've been making games for decades but you wouldn't know that walking through our studios. We're still buzzing with the same innovative spirit we began with, though we've learned enough to earn our rank as a leading developer, publisher and distributor of the world's best games. What began as a small group of people determined to "put real life in a box" has become an 8,000-people strong, worldwide organization delivering on that very dream. If you've played The Sims lately, you know exactly what we mean. And if you've played Battlefield 1, maybe you'd say that we've done real life one better.

Whether you're building Springfield on your mobile or your palms are sweaty from clutching your controller during intense games of FIFA 17, chances are you've played an EA game. And if you haven't, well, what are you waiting for? In an industry that's changing every day—whether it's through new social channels, advancing technology, new audiences or unique opportunities for monetization—EA is

positioned for growth thanks to smart business plans, strategic acquisitions, and most importantly, our creative people around the world who gather each day to unite the world through play. We take that last part very seriously, so if what you're reading excites you as much as it does us, we invite you to get to know us better.

Responsibilities

- Social Intelligence – Use social media listening tools such as Tracx to correctly interpret, document, and report out what the community thinks. This includes both positive / negative sentiment, as well as topic analysis and breakdowns across the entire digital ecosystem, not just the vocal minority
- Maintain Analytics Toolset – Maintain the tools we use on a day to day basis by updating social media queries, setting up campaign monitoring tools, and working with partners to make sure they're following the same analytics
- Reporting and insights – Work with colleagues to collect, interpret, distill and present insights based on digital marketing data from websites, social media accounts, social listening, and related sources

Job Requirements

Qualifications

- Students who are in 3rd/4th year with at least 1 work term of co-op experience or related experience
- Currently pursuing a four-year degree in quantitative marketing, statistics, or data science
- Self-driven with the ability to collaborate on a team taking projects from kickoff to execution
- Strong problem-solving skills. Must be able to keep focus on multiple tasks and effectively set priorities among projects
- Highly proficient in Microsoft Excel and PowerPoint
- Knowledge of statistical modeling methods, preferably using R
- Knowledge of digital analytics, preferably including use of APIs for data collection. Examples include: Google Analytics, Facebook Insights, Twitter Analytics, YouTube Analytics
- Experience analyzing a digital portfolio that includes several digital destinations such as web, Facebook, Twitter, and emerging media platforms, a plus
- Knowledge of best practices for operating social channels (Facebook, Twitter, Instagram, etc) a plus
- Affinity for video games a definite plus

Please indicate clearly whether you are available for a 8, 12 or 16 month term. Most positions are 4 or 8 months depending on your availability, but we do consider longer co-op terms if needed.

Students must demonstrate knowledge of the employer, enthusiasm for the company's products and experience with gaming in their application.

Preferred Academic Level	Undergraduate
All Programs	No
Targeted Degrees and Disciplines	Bachelor of Arts (BA) Bachelor of Management (BMGT) Bachelor of Science (BSC)

Applied Statistics
Economics BA
Economics BMgt
Marketing

Projected Start Date May 01 12:00 AM
Projected End Date August 31 12:00 AM

Application Information

Additional Application Information

- By submitting information for a job posting, you consent and authorize Electronic Arts Canada ("EAC") to seek, obtain and use references for the purposes of considering your application from third parties without any further notice to you.
- To apply you must have the legal right to work in Canada – copies of work permits may be requested for those that are not Canadian Citizens or Permanent Residents
- Relocation assistance will be provided to students hired into studios outside the location of their university.