



Job Title: Media Analyst

Company: [Hillenby](#)

Reports to: Aaron Moore, Senior Account Director

Status: Part-time/Hybrid online and in-person

Location: Durham, NC (Local hire preferred but all locations considered)

Pay and Benefits:

- Starts at \$17/hour
- Approximately 20 hours/week
- Flexible schedule including option to mix working from home with working from WeWork office space.

Timing: Starting ASAP

Do you love to read about different subjects, and analyze them for trends and insights? Are you interested in how data can inform strategies and help achieve great results for clients? Do you have strong attention to detail and a passion for doing excellent work? Are you an independent self-starter who also loves to be surrounded and supported by a smart team? Do you want a flexible work schedule? Join us!

Job Purpose: The Media Analyst will collect, categorize and analyze news and social media data on behalf of a range of clients from food to financial services and everything in between. This position will contribute valuable analysis and insights into our clients' media coverage and social media conversations, which will help inform high-quality strategic counsel that aligns with clients' business goals.

Essential Functions: The Media Analyst performs the following duties and other tasks as assigned:

- Collect, categorize and analyze data from traditional news media and social media using monitoring software like Meltwater, Google News and direct search on relevant news and social media sites.
- Use Excel to organize and analyze media data on an ongoing basis, reporting results at the beginning of each month.
- Collaborate with Senior Account Director to communicate results to clients via written reports that are heavy on visuals (e.g., charts created in Excel) and strategic insights.

- Compile regular internal and client-facing news monitoring reports using context and news judgment to filter out irrelevant results.
- Other tasks as assigned, including (but not limited to) drafting blog and social media posts for clients, researching media outlets and reporters, and conducting proactive outreach to reporters on behalf of clients.

Hillenby

Hillenby is a boutique strategic communications firm located in Washington, D.C. and Durham, N.C. We serve a range of clients — from major corporations and executives to closely held companies and non-profit industry associations. We rely on our rigorous, proprietary analysis to offer our clients high-quality strategic counsel aligned with their strategic business goals.

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Education, Experience and Minimum Requirements

- Attained or pursuing a bachelor's degree from a four-year accredited college or university (degree in communications, journalism, public relations preferred but not required)
- 1-2 internships or other experience with communications, journalism or public relations in fast-paced agency, newsroom, trade association or political or corporate environment
- Proficiency in Microsoft PowerPoint and Excel (general knowledge of Excel formulas preferred)
- Excellent written communication skills
- Excellent news judgment and critical attention to detail
- Uncompromising commitment to quality of work and exceptional client service

Contact

Please email resume and cover letter with summary of relevant experience to jobs@hillenby.com.