

Strategic information analyst

What does strategic information service actually mean?

Behind the phrase “strategic information service”, there are various activities called **business analysing, competitive intelligence or technological survey**, connected to the needs of the firm.

What kind of skills are required to apply for an information analyst position?

A strategic information analyst should be watchful and always keep an eye open for all the innovations in the field that he or she is surveying. He or she is expected to be quick witted and must be available to reply, at any time, to the up-to-date requests from the staff. Mastering the new technological and communication tools such as document processors, search engines, portals, feeds, social websites on the Internet, and private databases, is strongly recommended for this job.

What do his or her tasks consist in?

The job consists in collecting, processing, and netcasting information to enable a firm or an organization to be strategically efficient in the short or long term, so that it can anticipate and face risks and challenges, according to its social, technological and competitive background.

Collecting news items according to the corporate strategy, he or she must then be able to write notes, reports or even specialized newspapers. Most of the time, he or she netcasts periodical newsletters to keep the decision makers posted about developments in the economic, financial, juridical and technological background of the company. This is called selective dissemination of information (SDI), after the strict definition of a search strategy, and it requires to proving the authenticity and the relevance of the news items that were gathered from various sources.

Making the most of one’s personal acquaintances and relationships, working in a professional network and discovering thus new professional practices are truly the analyst’s daily lot.

Be careful, nevertheless, competitive intelligence is not industrial espionage: whatever may happen, he or she who is investigating must always remain within the law.

How to become a strategic information analyst?

A strategic information analyst must have a good knowledge or be a senior in the field in which he or she works. He or she is often expected to have a Master’s degree in law, economy or science, for instance.

Competitive survey seldom fits into one specific position but belongs to a librarian’s regular activities. Indeed, a strong training in information techniques helps master the tricks of searching better than any other degree. An expert in document retrieval is bound to make a wise information analyst.

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