

## Can You Listen Well Enough to Be a Chief Listening Officer?

**Summary:** *With an ear for listening and understanding the importance of customer interaction, a chief listening officer is a career path not many have considered, but they may now.*



Have you ever heard of a chief listening officer? What exactly does the job sound like it would entail? Well the truth is the job is a lot like it sounds. Chief Listening Officers get paid based on their ability to listen. You listen to your company's clients and consumers through sources like Social Media so that you can pass on complaints, suggestions, etc. to your company.

Much like a social media manager, a chief listening officer spends a lot of time on blogs, Twitter, Facebook, Pinterest, and more to find out what the buzz is on their company. What you learn gets passed on to the related departments so that they can make any necessary adjustments or changes. One of the primary jobs of a chief listening officer is to act as the eyes of the company. If a customer posts a bad review, they are responsible for passing that review on to the customer service director so that they can address the complaint. This also goes for when a new marketing campaign goes live and gets positive results from social media users. The chief listening officer will pass this feedback on to the marketing department so that they can keep producing similar ads.

The position is relatively new; in fact it didn't exist ten years ago. Forbes states that the first chief



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listening officer position was created seven years ago. With the job being new, the average salary ranges quite a bit, from \$38,960 to \$71,820. This job has become necessary with the growth of social media and online reviews where customers can give their honest opinions. To smooth over and interact with customers on a personal level, companies need more eyes on the lookout. Your task is to be able to understand what information is helpful and what can be disregarded.

The process to becoming a chief listening officer is pretty open. Having an undergraduate degree in communications, English, marketing, business, or anything related will be a start. Most positions will look for a master's degree in public relations, marketing, business, human resources or communications. Experience in social media and behavioral sciences will help a candidate be more competitive.

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