

Job Title: Digital Outreach Analyst

Location: Kolkata

Job Type: Full Time

Salary: Industry Standard

The Digital Outreach Analyst will play a critical role in supporting the organization's digital outreach campaigns aimed at enhancing public engagement, awareness, and participation in state programs and initiatives. This position involves analyzing data, creating reports, and providing insights to optimize outreach strategies across various digital platforms, including social media, email, and websites. The ideal candidate will possess strong analytical skills, proficiency in digital marketing tools, and an experience with GeoPolitical sectors.

Key Responsibilities:

Data Analysis:

Collect, analyze, and interpret data from various digital channels (social media, websites, email campaigns) to assess the effectiveness of outreach efforts.

Utilize analytics tools (e.g., Google Analytics, social media insights) to track engagement, reach, and conversion metrics.

Reporting:

Prepare regular reports detailing campaign performance, trends, and recommendations for improvement.

Present findings and insights to stakeholders, including government officials and team members, in clear and actionable formats.

Campaign Strategy Support:

Collaborate with the communications team to develop and execute data-driven digital outreach strategies.

Monitor and evaluate ongoing campaigns, providing suggestions based on real-time data and feedback.

Content Optimization:

Analyze audience engagement data to inform content creation and optimize messaging for different digital platforms.

Work with content creators to ensure that materials align with campaign goals and resonate with target audiences.

Stakeholder Engagement:

Interface with various departments and agencies to align outreach efforts and gather insights on departmental initiatives.

Coordinate efforts with external partners, including local organizations and community groups, to maximize outreach impact.

Trend Monitoring:

Stay updated on industry trends, digital marketing best practices, and emerging technologies that could enhance outreach efforts.

Conduct competitor analysis and benchmarking to identify opportunities for improvement and innovation.

Qualifications:

Education: Bachelor's degree in Communications, Marketing, Data Analysis, Public Administration, or a related field. A Master's degree is a plus.

Experience:

A minimum of 2 years of experience in digital marketing, data analysis, or a related field is required.

Experience in the geopolitical sector is also mandatory.

Skills:

1. Strong analytical skills with the ability to interpret complex data sets and derive actionable insights.
2. Proficiency in digital analytics tools (e.g., Google Analytics, social media analytics platforms).
3. Familiarity with digital marketing strategies, including SEO, SEM, email marketing, and social media management.
4. Excellent written and verbal communication skills.
5. Strong organizational skills and the ability to manage multiple projects simultaneously.
6. Knowledge of accessibility and inclusion best practices in digital outreach.