

Job Description: Data Analyst



Position: Data Analyst

Location: EIF Abu Dhabi Office

Department: Marketing and Communications

Reporting to: Safia Al Shehi

Type: Full-time

Job Summary:

The Data Analyst will be critical in gathering, analyzing, and interpreting data to provide insights that inform marketing and communication strategies. He translates complex data into actionable recommendations to optimize our marketing efforts and enhance our communication strategies.

Qualifications:

- Bachelor's degree in Data Science, Statistics, Marketing, or a related field.
- Proven experience as a Data Analyst or similar role, preferably in a marketing or communications context.
- Proficiency in data analysis tools and software (e.g., Excel, Google Analytics, SQL).
- Strong data visualization skills and experience with data visualization tools.
- Knowledge of statistical analysis and data modeling techniques.
- Excellent problem-solving and critical-thinking skills.
- Strong attention to detail and data accuracy.
- Practical communication skills to convey complex findings clearly and understandably.
- Familiarity with marketing and communication principles is a plus.

Roles/Responsibilities: Data Analyst



Data Collection and Analysis	<ul style="list-style-type: none">• Collect and analyze data from various sources, including digital marketing campaigns, website analytics, social media, and customer surveys.• Identify trends, patterns, and anomalies in data to support decision-making.
Performance Reporting	<ul style="list-style-type: none">• Generate regular reports and dashboards to track key marketing and communication metrics.• Provide insights on campaign performance, audience engagement, and conversion rates.• Present findings to the marketing and communications team and senior management.
Audience Segmentation	<ul style="list-style-type: none">• Create and maintain customer segments for targeted marketing campaigns.• Collaborate with the marketing team to develop personalized marketing strategies for different audience segments.
Competitive Analysis	<ul style="list-style-type: none">• Monitor and analyze competitors' marketing strategies and industry trends.• Provide recommendations for competitive positioning and differentiation.
Data Visualization	<ul style="list-style-type: none">• Create compelling data visualizations and charts to communicate insights effectively.• Utilize data visualization tools (e.g., Tableau, Power BI) to present information visually appealingly.
A/B Testing and Optimization	<ul style="list-style-type: none">• Plan and execute A/B tests to optimize marketing campaigns and communication strategies.• Implement changes based on test results to improve performance.
Data Integrity and Quality Assurance	<ul style="list-style-type: none">• Ensure data accuracy, completeness, and consistency.• Implement data quality processes and validation checks.
Data-Driven Recommendations	<ul style="list-style-type: none">• Collaborate with cross-functional teams to provide data-driven recommendations for marketing and communication initiatives.• Identify opportunities for process improvements based on data insights.

KPI: Data Analyst

Area	KPI	Measure	Review Frequency
Reporting	KPI 1: Deliver Monthly Analytics Reports Deliver 12 monthly analytics reports, including insights for Ethraa Career Fairs and Innovation Hub events.	Number of reports delivered, Completeness and accuracy of reports, Timeliness of report delivery	Monthly
Predictive Modeling	KPI 2: Develop Predictive Models Develop 3 predictive models for program enrollment and attendance growth.	Model accuracy (e.g., R-squared, Mean Absolute Error), Model interpretability, Use of models in decision-making	Quarterly
Data Accuracy & Tracking	KPI 3: Track Campaign ROI & Event Data Achieve 95% accuracy in tracking campaign ROI and event data.	Accuracy rate of ROI and event data tracking, Number of data discrepancies identified and resolved	Quarterly
System Reliability	KPI 4: Maintain Dashboard Uptime Maintain 99% uptime for real-time dashboards used by the marketing team.	Dashboard uptime percentage, Number of system outages and their duration	Daily/Weekly (monitoring), Monthly (reporting)
Data Quality	KPI 5: Review Data Accuracy & Reporting Quality Conduct quarterly reviews of data accuracy and reporting quality.	Number of data quality issues identified and resolved, Compliance with data quality standards	Quarterly

KPI: Data Analyst

Area	KPI	Measure	Review Frequency
Event Reporting	KPI 6: Create and Distribute Event-Specific Reports Create and distribute event-specific reports within 48 hours of completion.	Timeliness of report delivery (within 48 hours), Completeness and accuracy of event reports, Stakeholder satisfaction with reports	After each event, Monthly summary
Trend Identification	KPI 7: Identify Emerging Trends Support marketing decisions by identifying 5 emerging trends through data analysis.	Number of identified trends, Relevance and impact of identified trends on marketing decisions	Quarterly
Process Improvement	KPI 8: Automate Data Processes Improve reporting efficiency by automating 2 key data processes.	Number of automated data processes, Reduction in manual effort, Improvement in data accuracy and consistency	Quarterly
Stakeholder Feedback	KPI 9: Analyze Stakeholder Feedback Analyze and present stakeholder feedback quarterly to refine marketing strategies.	Stakeholder satisfaction with data analysis and reporting, Number of actionable insights derived from stakeholder feedback	Quarterly
Dashboard Usage	KPI 10: Increase Dashboard Usage Increase dashboard usage by 20% among internal teams.	Number of unique users, Frequency of dashboard usage, Key metrics tracked and utilized by different teams	Monthly

Decision Rights: Data Analyst



RESPONSIBILITIES	PURPOSE	IMPLEMENT/ FINALIZE
Reporting & Analysis	To provide comprehensive and insightful data on the performance of Ethraa Career Fairs and Innovation Hub events to inform decision-making and identify areas for improvement.	
Predictive Modeling	To forecast future program enrollment and attendance trends, enabling proactive planning and resource allocation. This may involve analyzing historical data, identifying key drivers of enrollment and attendance, and developing predictive models using statistical or machine learning techniques.	
Data Accuracy & Tracking	To ensure the reliability and accuracy of data used for decision-making. This may involve implementing robust data tracking systems, conducting regular data quality checks, and implementing data validation procedures.	
System Reliability	To ensure the smooth and uninterrupted operation of critical marketing tools and dashboards. This may involve implementing robust system monitoring, proactive maintenance, and disaster recovery plans.	
Data Quality Review	To identify and address any issues with data accuracy and reporting quality, ensuring the reliability of marketing insights. This may involve conducting data audits, reviewing reporting processes, and implementing corrective actions as needed.	

* Any new initiative with cost implication will need approval from respective line manager/ other stake holders depending on the policies

Decision Rights: Data Analyst



RESPONSIBILITIES	PURPOSE	IMPLEMENT/ FINALIZE
Event Reporting	To provide timely and actionable insights into event performance to inform post-event analysis and future planning. This may involve automating data collection and report generation processes to ensure timely delivery.	
Trend Identification	To stay ahead of the curve and adapt marketing strategies to changing market conditions. This may involve conducting competitive analysis, analyzing industry trends, and utilizing data mining techniques to identify emerging trends.	
Process Improvement	To streamline reporting processes, reduce manual effort, and improve data accuracy and consistency. This may involve automating data extraction, data transformation, and report generation tasks using tools such as scripting languages or data integration platforms.	
Stakeholder Feedback Analysis	To ensure that marketing efforts are aligned with the needs and expectations of key stakeholders. This may involve collecting and analyzing stakeholder feedback through surveys, interviews, and other channels, and presenting findings to relevant stakeholders to inform strategic decision-making.	
Dashboard Usage	To increase the adoption and utilization of dashboards among internal teams to improve data-driven decision-making and empower teams with access to real-time insights.	

* Any new initiative with cost implication will need approval from respective line manager/ other stake holders depending on the policies

Data Analyst



Accepted By:
Data Analyst

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Agreed By:
Head of Marketing, PR & Communication Department

Approved By:
Chief Operating Officer