Position Title	Category	Adtext
Manager (Audience Analytics)	Defence Psychology	You leverage psychology theories and methods to enhance MINDEF/SAF's strategic communications. On this, you study MINDEF/SAF's audiences to guide strategic communications strategy, policy and planning across public and internal communications, and community engagement. You also develop frameworks and models to help MINDEF/SAF gain an in-depth understanding of its key audiences and defence-related issues. Additionally, you design and conduct research studies to propose data-driven solutions and recommendations to enhance MINDEF/SAF's reach and engagement of various audience groups. Your challenge lies in understanding long-term national social, economic and technological trends, and possessing a keen awareness of public opinions and sentiments in relation to defence. You must have a tertiary qualification in psychology or a related field, preferably with 5 to 7 years' relevant work experience in a psychology, analytics or communications role. You should be familiar with analysis methods and software. Possession of strong analytical, problem-solving, presentation and communication skills is required. Appointment will be commensurate with your experience. (Candidates with no experience may apply.) **Only shortlisted candidates will be notified.**