

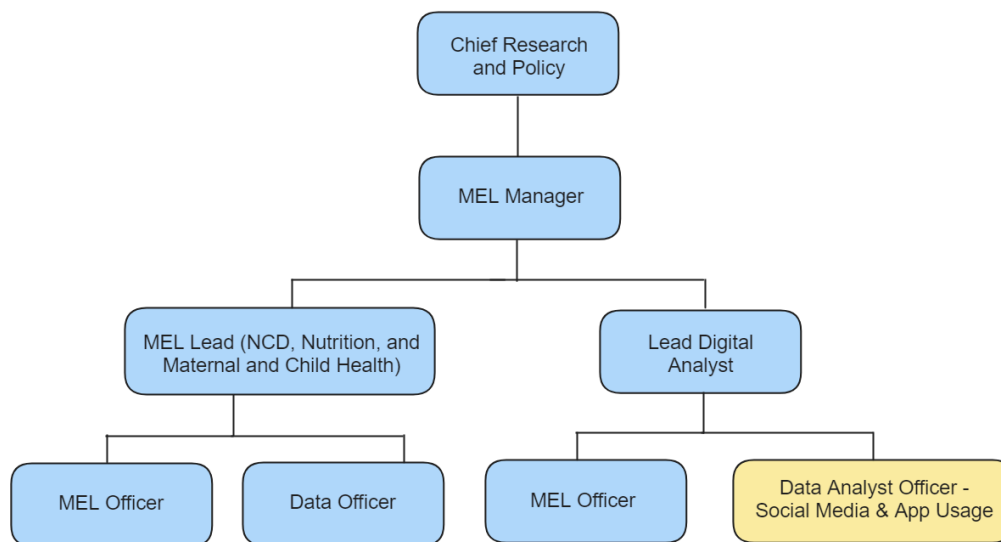
JOB DESCRIPTION

TITLE : **Data Analyst Officer - Social Media & App Usage**
DEPARTMENT, DIVISION : **Monitoring, Evaluation, and Learning Department;
 Research and Policy Division**
EMPLOYMENT TYPE : **contracted (12 months), full-time**

I. SUMMARY OF ROLE

The role of Data Analyst Officer for Social Media & App Usage focuses on measuring and evaluating digital platform performance across public health programs in CISDI. The position involves creating and managing data collection systems to track social media metrics and app usage patterns while ensuring data quality and accuracy. Through data visualization and analysis, the officer provides insights to enhance campaign effectiveness and app usability.

II. ORGANIZATION CHART



III. JOB DESCRIPTION

Responsibilities	Activities	Output
Develop Tracking Mechanisms for Social Media and App Usage Metrics	<ul style="list-style-type: none"> Support the development of measurable MEL frameworks by ensuring data availability and accessibility from social media platforms and app analytics to track public health program performance indicators. 	Functional data collection tools

	<ul style="list-style-type: none"> Collaborate with the IT/Dev team to develop and maintain data collection tools to systematically track social media metrics and app usage indicators according to established MEL frameworks. 	
Monitoring and Quality Check on The Tracking System	<ul style="list-style-type: none"> Execute regular monitoring and quality checks of the data from social media and app usage metrics. Identify and troubleshoot any tracking issues or data gaps. 	Data quality reports and monitoring logs.
Evaluation Through Data Analysis and Insights Generation	<p>Process, analyze, and visualize data through dashboards and evaluation reports to support program strategy and decision-making on:</p> <ul style="list-style-type: none"> Social media in collaboration with the Communications team to evaluate the impact on campaign visibility and user conversion. App usage in collaboration with the Product team to increase engagement and satisfaction. 	Insights & recommendations for improving social media campaign effectiveness & app usability.
Risk Assessment and Adaptability	<ul style="list-style-type: none"> Provide insights to the Program team on risk assessment in dynamic environments, ensuring programs adapt effectively to evolving digital trends and technologies. 	Practical recommendations for project improvement.

IV. WORK RELATIONS

	ROLES/TITLES AND NATURE
INTERNAL	<ul style="list-style-type: none"> Knowledge Management (KM) – technical support for data, information, and report management and usage. Research and Development (RND) – technical coordination for data collection and analysis, particularly on monitoring & evaluation processes. Primary Health Care (PHC) project program team – technical support for monitoring and evaluation to improve and develop ongoing and future PHC projects organized by PHC and project teams Communications – technical support and discussion about digital platform activation and utilization. IT/Dev – Technical support for creating, managing, and accessing applications, dashboards, or other digital platforms.

V. QUALIFICATIONS

A. Qualifications

- Bachelor's degree in Math, Statistics, Computer Science, Public Health or related fields
- 2+ years of data analytics experience or a strong portfolio showing equivalent skills
- Proficient in Python, SQL, and spreadsheet as the main tools for analytics
- Proficient with data visualization tools (Looker Studio/Tableau)
- Knowledge of social media analytics and app metrics with the ability to incorporate qualitative & quantitative research findings
- Knowledge of MEL frameworks and methodologies
- Preferred: Health research experience in Indonesia
- Preferred: Experience with cloud platforms (GCP/ AWS/Azure)

B. Competencies

- Strong analytical and problem-solving abilities
- Detail-oriented with a focus on data quality
- Data visualization and storytelling skills
- Initiative and adaptability in learning new tools
- Excellent cross-team collaboration
- Project management and organizational skills