

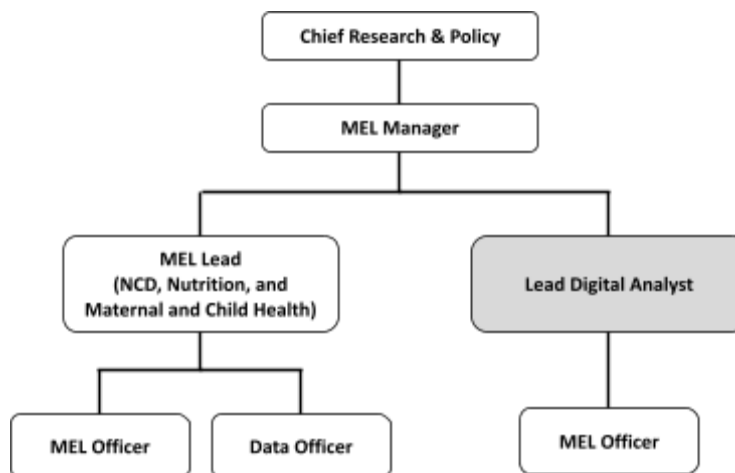
JOB DESCRIPTION

TITLE : LEAD DIGITAL ANALYST
DEPARTMENT, DIVISION : MONITORING, EVALUATION, AND LEARNING DEPARTMENT;
 RESEARCH AND POLICY DIVISION
EMPLOYMENT TYPE : CONTRACTED (12 MONTHS), FULL-TIME

I. SUMMARY OF ROLE

Under supervision of the Monitoring, Evaluation, and Learning (MEL) Manager, the Lead Digital Analyst will assist the activities of the Policy and Research division in leading the MEL aspect of health intervention programs from the planning of MEL activities to the production of knowledge products, both for internal and external purposes. Specifically, the primary responsibility will be to analyze online use behaviour, campaign assessment, user experience (UX analysis), competitor analysis, and collaborate with cross-functional teams to implement conversion rate optimization strategies.

II. ORGANIZATION CHART



III. JOB DESCRIPTION

Responsibilities	Activities	Output
1. Lead the development and execution of MEL plans	Development and Digital Integration <ul style="list-style-type: none"> Spearhead the development of the MEL plan and team for public health intervention projects, with a focus on enhancing program coverage through digital solutions. Lead the design and implementation of tools and internal systems for routine monitoring, ensuring alignment with IT and Program teams. Conduct and oversee activities supporting monitoring, evaluation, and learning (MEL), 	<ul style="list-style-type: none"> MEL project work plans are done in a timely manner with efficient resources; MEL routine meetings are conducted regularly; High quality knowledge products (internal and external);

	<p>including focus group discussions (FGDs), surveys, and data collection. Manage data analysis for baseline, mid-project, and final assessments.</p> <p>Evaluation, Reporting, and Data Management:</p> <ul style="list-style-type: none"> ● Lead comprehensive evaluation processes, preparing reports such as quarterly, interim, and final reports according to project-specific requirements. ● Process and analyze data to produce insights, including data visualization, to support program strategy and decision-making. <p>Digital Performance Analysis and Campaign Optimization:</p> <ul style="list-style-type: none"> ● Utilize advanced analytics tools (e.g., Google Analytics, social listening tools, etc.) to extract, transform, and analyze digital data, providing insights on key performance metrics such as website traffic, user engagement, and conversion rates. ● Lead the assessment of digital marketing campaigns across multiple channels, collaborating with the communications team to evaluate impact on campaign visibility and user conversion. ● Recommend adjustments to optimize performance based on data analysis. <p>User Experience (UX) and Competitor Insights:</p> <ul style="list-style-type: none"> ● Analyze user journeys and behaviors on digital platforms to improve user experience, working closely with UX/UI teams to identify design improvements that increase engagement and satisfaction. ● Conduct competitor analysis to monitor digital strategies and identify market trends, presenting findings to stakeholders with strategic recommendations. <p>Conversion Rate Optimization (CRO):</p> <ul style="list-style-type: none"> ● Lead the optimization of digital channels to improve conversion rates, implementing A/B testing or other CRO methodologies. ● Collaborate with cross-functional teams to integrate CRO strategies. <p>Risk Assessment and Adaptability:</p> <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. 	
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2. Learning & Improvement	<ul style="list-style-type: none"> Facilitate the learning agenda to capture lessons learned and best practices. Support adaptive management by identifying areas for improvement and recommending changes. Conduct periodic reviews and evaluations of project performance. 	<ul style="list-style-type: none"> Documentation of lessons learned and best practices. Recommendations for project improvement.
3. Capacity Building	<ul style="list-style-type: none"> Train and mentor MEL staff and on M&E processes and tools. Develop and deliver coaching & mentoring sessions and workshops on data management and evaluation 	<ul style="list-style-type: none"> Number of training sessions conducted and staff trained. Improvement in staff competency in MEL practices as measured by pre- and post-training assessments.
4. Stakeholders Engagement	<ul style="list-style-type: none"> Collaborate with internal and external stakeholders to align M&E activities with project goals. Prepare and present M&E findings to stakeholders, including donors, partners, and community members. 	<ul style="list-style-type: none"> Satisfaction levels of stakeholders regarding M&E processes. Responsiveness to stakeholder feedback and concerns

IV. WORK RELATIONS

	ROLES/TITLES AND NATURE
INTERNAL	<ul style="list-style-type: none"> Human Resource (HR) – technical discussion and preparations of research such as finding consultants, contracting enumerators, etc.; Finance and Administration (F&A) – technical discussion and preparations and reporting of research such as budget proposal, materials procurements, financial reports, etc.; 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 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 and managing applications, dashboard, or other digital platforms. SU– donor management activities, including coordination of report writing and proposal writing.
EXTERNAL	<ul style="list-style-type: none"> Research consultants / principal investigators (PI) – technical assistance for preparation, implementation, and reporting of research; Enumerators – data collection;

	<ul style="list-style-type: none"> • Experts and policy makers – research permission and information related to current/historical conditions/policies.
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V. QUALIFICATIONS

A. Minimum Qualifications

- A Master's degree in epidemiology, public health, statistics, digital marketing, data science, digital health, or other related fields;
- Advanced knowledge and five-year experience in conducting monitoring, evaluation, and learning (MEL), quantitative research and/or proven experience as digital analyst or similar role;
- Ability to track and report on key metrics such as user engagement, behavior change, or health outcomes derived from digital platform use. Knowledge of platform analytics, social media algorithms, social listening tools, ability to measure social media ROI;
- Having familiarity in implementation research and impact evaluation;
- Having experience or familiarity with health research and issues in Indonesia is preferred;
- Knowledge in qualitative research is desirable;
- Great competence of academic writing in English and Bahasa Indonesia;
- A good knowledge of MEL management;
- An advanced skill in statistical software and familiarity with qualitative research software.

B. Competencies

- Outstanding working quality and organization;
- Excellent analytical skills;
- Great Initiatives and eagerness to learn new knowledge;
- Exceptional academic and formal writing skills;
- Teamwork and collaboration.
- Technical competencies (Monitoring, Evaluation, and Learning)