

Audience Analyst – Websites at Nation Media Group at Nation Media Group

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

Job Description

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The Nation Media Group (NMG) founded by His Highness the Aga Khan in has become the largest independent media house in East and Central Africa. It has been quoted on the Nairobi Stock Exchange since the early s. As the leading multi-media house in the East African region, it has print as well as electronic media and the Internet which attracts a regular readership quite unparalleled in the region.

Key Responsibilities

Monitor and analyze website analytics data using tools such as Google Analytics or similar platforms to understand audience behaviour, engagement, and trends;

Provide regular reports and in-depth analysis on website performance, including key metrics such as traffic sources, page views, bounce rates, conversion rates, and user demographics;

Identify patterns and trends in audience behaviour, content consumption, and user journey to inform editorial decisions and content strategy;

Collaborate with editors, journalists, and content creators to optimize website content, layout, and navigation based on audience preferences and engagement data;

Conduct A/B testing and user research to gain insights into user experience, usability, and content performance, making recommendations for improvements;

Monitor industry best practices, emerging trends, and new technologies related to website;

analytics and audience analysis, suggesting innovative approaches for growth and optimization;

Work closely with the digital marketing team to align website analytics with broader marketing and audience development strategies;

Utilize SEO principles and keyword research to optimize content for search engine visibility and user discovery;

Collaborate with the web development team to implement tracking codes, tags, and other measurement tools for accurate data collection;

Stay informed about privacy regulations, data protection, and ethical considerations related to website analytics and user data.

Qualifications, Experience & skills

Bachelor's degree in Journalism, Communications, Marketing, or a related field;

Proven work experience as a Website Audience Analyst, Web Analyst, or similar role in a newsroom or digital media organization;

Proficiency in web analytics tools such as Google Analytics, Adobe Analytics, SmartOcto, Chartbeat or similar platforms;

Working knowledge of Excel/Google Sheets and ability to use it to detect trends, patterns and insights;

Strong analytical skills with the ability to interpret complex data and generate actionable insights;

Solid understanding of key website performance metrics, user behaviour, and audience segmentation;

Familiarity with A/B testing methodologies and user research techniques;

Knowledge of SEO principles and best practices for optimizing website content;

Experience with data visualization tools and techniques to present insights in a clear and concise manner;

Excellent communication skills, with the ability to convey complex information to non-technical stakeholders;

Detail-oriented and highly organized, with the ability to manage multiple projects and meet deadlines;

Passion for news, digital media, and the evolving landscape of online journalism;

Strong analytical mind-set, and a passion for news and digital media.

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