

Data and Media Analyst at Mombasa County

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Job Description

(adsbygoogle = window.adsbygoogle || []).push({}); Mombasa County is one of the 47 Counties of Kenya. Its capital and the only city in the county is Mombasa. Initially it was one of the former Districts of Kenya but in it was reconstituted as a county, on the same boundaries. It is the smallest county in Kenya, covering an area of .7 km² excluding 65 km² of water mass. The county is situated in the South Eastern part of the former Coast Province. It borders Kilifi County to the North, Kwale County to the South West and the Indian Ocean to the East. Administratively, the county is divided into seven divisions, eighteen locations and thirty sub-locations.

Summary

The Mombasa County Public Service Board is looking for a serving officer in the County Government of Mombasa who is qualified and competent to fill the above position in the office of the Governor.

The Data and media analyst will be responsible to the Director Governors press Service for collecting, cleaning and analyzing data that can be used to improve decision making and development of key communication. The role is to support the office of the Governor to make sense of vast amount of data from various county departments, identify data gaps and commission research to collect the relevant data.

Duties and Responsibilities:

Creates surveys, opinion polls and questionnaires.

Monitor online performance and maintain in depth understanding of the Governor's

manifesto and CIDP plan.

Aggregate raw data collected and form statistical analysis reports.

Interpret data trends and patterns from complex dataset uncovering unseen insights that inform decision making.

Research and analyze relevant prints, online, broadcast, and social media coverage of the Governor and County Government and the same field industries.

Regularly collect public information, prepare reports, and compile relevant data set into visual reports.

Collaborate with various department teams to ensure proper implementation of data analysis reports and monitor for areas of improvements.

Coordinate with different department to identify Research needs and specific requirements, such as special samples.

Monitor and evaluate the changing media landscape in the County and Country to inform media buying and partnership.

Qualifications

Bachelor's Degree in Mathematics, Statistics or Computer Science.

Three years working experience in the relevant field.

Experience in compiling and organizing statistical information retrieved and present findings to management.

Experience in polling or survey research data science and/ or analytics for research supplier, market research organization, or media landscape.

Hands-on experience with programming language such as python, R, and JavaScript.

Experienced in working with databases and data analysis tools. Should be proficient in writing SQL queries and procedures, known Microsoft Excel, Matlab, and IBM SPSS to analyze trends and plan to drive accurate insights.

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