



Job Description: Data Analyst

Infinity Foundation India has been engaged in research on world civilizations with a special focus on India studies since 2016. We are currently looking for a competent **Data Analyst** to provide analytics support to digital marketing and multimedia teams.

The position is based out of **Chennai**, and will require occasional travel within India. Candidate will be directly reporting to the Head of Digital Marketing.

Role

To provide Search Engine Optimization (SEO) support, analyze performance of different multimedia platforms and deliver necessary metrics and analytics to help increase audience engagement.

Responsibilities

- Maintain a deep knowledge of company services, offerings, research and projects
- Track top keyword searches for different terms, & compile a weekly list
- Keep track of view counts and monitor the audience retention
- Analyze competition and industry trends/ monitor global news stories
- Prepare reports for the management stating trends, patterns, and predictions
- Track what kind of traction we are getting on forums and groups
- Assist leadership team in other data analysis tasks
- Providing Weekly updates to General Manager / Team Leader

Skills Required

- Strong Excel and analytical skills, preferably background in multimedia
- Good experience with data modeling and management reporting
- Strong background in SEO, content strategies, indexing and keyword analysis
- Experience in Python / R programming (good to have)
- Problem-solving attitude
- Excellent communication skills
- Teamwork and leadership skills

Eligibility

- Graduation in Math, Statistics, Computer Science, Engineering, Economics or other related technical field
- Minimum 2 years of relevant experience



Compensation

As per industry standards.

How to Apply

Please send your resume to: **jobs.ifindia@gmail.com**.

Deadline to apply: [17-Sep-2021](#).

Please visit our website at: www.infinityfoundationindia.org