



## NNN Data Analyst

NICARAGUA NONPROFIT NETWORK

**Position Title:** Data Analyst

**Location:** Virtual

**Duration:** 3-5 hours per week

### **Organization Background:**

*NNN is a free-to-use social platform and network for NGOs, government organizations, and volunteers doing development work in Nicaragua. NNN was created to promote collaboration and resource-sharing among nonprofit entities with similar goals. We accomplish this through:*

- Providing a secure networking website where organizations can share about themselves and search for potential partners
- Sharing relevant news, job postings, success stories, and other information through Facebook
- Hosting networking events
- Conducting research to benefit NNN members

### **Position Summary:**

*The Data Analyst will track and report key performance indicators of various aspects of the NNN and investigating opportunities for research that can benefit NNN members. This role is crucial to the NNN mission as we must understand which aspects of our work are effective and where we can improve to best serve our NNN members.*

The Data Analyst will be responsible for tracking key performance indicators of the NNN website via Google Analytics, monthly newsletters via Mailchimp, and social media performance via Facebook, and making recommendations to leadership for areas of improvement. The data analyst will also be responsible for conducting routine surveys of NNN members and conducting occasional research projects that will benefit NNN members. Being able to present data in an accurate, clear, and concise way is a necessary skill in this position, as is a genuine curiosity and understanding of what data will be most useful for our members at any given time.

### **Responsibilities:**

- Tracks and reports (biweekly) performance on these 3 platforms and makes recommendations for improvement:
  - Facebook data (reach, likes, engagements, page follows)
  - Mailchimp (open rate, click rate, which links generate most clicks)
  - NNN Website Google Analytics (bounce rate, session duration, pages visited, etc)
- Sends out monthly member satisfaction survey and analyzes responses
- Creates stat sheet from above-stated metrics that we can show to potential donors and partners
- Looks for and executes opportunities for research within NNN membership

### **Requirements:**

- Previous data analysis and research experience
- Creativity and attention to detail
- Ability to work independently
- Customer service experience preferred
- Fluency in written Spanish preferred

**If interested in this position, please send an email to [sezen@nicaraguanonprofitnetwork.org](mailto:sezen@nicaraguanonprofitnetwork.org)**

*In Subject Line, please write "NNN Data Analyst"*