



MANAGER, DIGITAL INSIGHTS ANALYST DUBLIN

KYNE is an award-winning specialty health communications agency dedicated to helping improve and save lives. We were founded on the belief that communication is a powerful health intervention. Our team is passionate and committed, with deep experience working across sectors to make real differences in health. We love what we do, we live what we do, and we truly believe in what we do.

We are currently recruiting for a Manager, Digital Insights Analyst to join our growing global team. This is an exciting opportunity for an ambitious digital analyst looking to work alongside the Global Head of Digital on a range of health-related digital insights and analytics projects for our clients.

KYNE employees share a passion for making a difference in health, both locally and around the world. We value curiosity, collaboration and a creative working environment. We work hard, play hard, and give back to our community. Based in Dublin, this is an exciting opportunity to join a fast-paced, growing global company.

KEY RESPONSIBILITIES

Client Service / Relationship Management

- Help integrate data-driven communications techniques across the business – ensuring account teams can garner deep understanding of user needs and behavioural insight, build informed user journeys, create compelling industry-leading content and help clients deepen engagement with target audiences across existing and emerging channels
- Support strategy development through the creation of landscape, market, topic or audience reports which draw on cross-channel insight to inform planning and campaign optimisation.
- Collaborate with colleagues to set benchmarked KPIs for digital communications workstreams. Manage the production of regular and ad-hoc reports to support strategies
- Translate data and analytics into actionable insights, providing recommendations to improve outcomes and optimising campaigns to meet client objectives

Teamwork & Leadership

- Serves as a role model for junior team members
- Knows when to involve client/line managers in decisions and when to execute on decisions independently
- Recognized by peers and management for their consistent and proactive contributions to the team

Initiative & Flexibility

- Utilizes data to support agency recommendations and to drive idea generation
- Understands key issues to be considered when making decisions
- Displays an ongoing willingness to gain knowledge and make significant contributions to the team
- Manages assigned projects and knows when manager / senior leadership review is required vs. when to keep projects moving independently, providing updates as appropriate
- Demonstrates initiative and resourcefulness and attempts to work through issues independently
- Demonstrates flexibility in working across teams and ability to adapt to project needs, different team working styles, etc.
- Takes the initiative in seeking training on company processes/procedures

Effective Communication

- Provide direct and constructive feedback to junior team members, supporting them in developing fundamental skill sets (writing, research, logistics, etc.)
- Encourage regular feedback from manager and team members
- Proactively seek out / regularly lead key aspects of client interactions to further develop client communication skills

DESIRED SKILLS & EXPERIENCE

- Data analyst with three to five (3-5) years' experience analysing digital data using tools such as Social Studio, Talkwalker, Symplur, Meltwater, Google Analytics, HotJar, Buzzsumo, etc.
- Passionate about the power of data to shape healthcare experiences and improve outcomes
- Proven examples of using data to identify and drive change online
- Ability to present timely, compelling, fact-based test reports, dashboards and analyses that explain the business "story" behind the data, detailing what happened and why
- Proficient in data visualisation in presentations (PowerPoint), via dashboarding tools such as Klipfolio, QlikView, Tableau or via creative design software (e.g., Canva)
- Highly developed communication skills; able to explain technical matters to a non-technical audience
- Hands-on experience with platform analytics such as Facebook Ad Manager, Twitter Ad Manager
- Preliminary exposure to A/B testing
- Familiarity with Tag Management Systems such as Google Tag Manager, Tealium and Ensignten
- Familiarity with digital marketing tactics including online media (display, paid search, SEO), CRM, mobile apps and hands-on experience working with related data
- Solid knowledge of statistical analysis principles and of qualitative and quantitative data acquisition methods
- Strong Microsoft office skills (especially Excel and PowerPoint)



- Experience working successfully in a cross-functional team environment
- Strong analytical and problem-solving skills
- Fluent English and excellent communication skills (written and oral). Additional languages a plus
- Positive, self-motivated, passionate, enthusiastic, a can-do attitude
- Ability to self-manage and prioritize across multiple projects running concurrently
- Experience in the healthcare or pharmaceutical sector not required, but a plus

Please note: Candidates must be eligible to live and work in the European Union.