



Internship: Data Analyst & Strategist

Run Africa, Addis Ababa, Ethiopia

About Run Africa Run Africa is an Ethiopian running tourism company and social enterprise. We offer tailored high altitude training programmes to all levels of running enthusiast among both international visitors and residents of Addis Ababa and beyond, allowing them to experience and learn the tools and techniques that have seen Ethiopia dominate athletics.

Overall Job Purpose We are seeking a *Data Analyst and Strategist intern* who can help us strengthen our online presence and streamline our online marketing methods in order to increase Run Africa's reach locally and internationally.

The **Data Analyst and Strategist intern** will be responsible for critically analysing our website and online media. And thereby develop strategies that will enhance our online presence and attract new customers. The role offers the intern total immersion in digital analytics operations and, given the small size of the company, a highly influential role in shaping and advancing Run Africa's online presence, reach, and brand visibility.

The internship also presents an excellent opportunity to gain professional experience and social skills within a team consisting of people from different international backgrounds.

Main Duties and Areas of Responsibility Website + Online Media Analytics:

- . Analyse Run Africa website data using Google Analytics Solutions such as Data Studio, Tag Manager and its related tools.
- . Analyse data from our online media platforms (mainly Instagram, Facebook, and Twitter) using data tools such as Hootsuite and Websta
- . Analyse Run Africa's presence on other webpages such as blogs, magazines, newspapers, etc.
- . Devise and implement improvements/strategies based on data analysis
- . General IT: indicate errors and solve problems as they arise
- . You should be able to work independently
- . Schedule your own plan of action in coordination with Run Africa priorities
- . Quick and hands-on reporting to our Online Content Manager

Note:

We are looking for interns who can start Mid February, 2018

Fluency in written and spoken English is an asset.

The internship is paid and a commitment of at least three months is required.

You'll enjoy a relaxed working environment.

You'll will report to and work closely with the Online Content Manager.