

To apply for a GPE Fellow position: Submit an updated resume and cover letter to gsasprofessionaldevelopment@yale.edu with the subject header “[Name of Fellow position]” by Monday, December 2 at 11:59 p.m.

Analytics & Insights Fellow—Office of Public Affairs & Communications

Mentor: Mark Stricker, Director, Audience Insights, Office of Public Affairs & Communications

Fellow Title: Analytics & Insights Fellow—Office of Public Affairs & Communications

Organization Name: Office of Public Affairs & Communications

Organization Website: <https://communications.yale.edu>

Organization Description:

The Office of Public Affairs & Communications works in partnership with school and departmental communications and media colleagues to promote the institution and to tell the many stories of Yale. We provide a variety of communications services to faculty and staff and we connect members of the media with our faculty members. We aim to inform and engage various audiences.

GPE Fellow Responsibilities:

Working with the Director of Audience Insights, the Fellow will help gather, analyze, and interpret data to provide actionable insights across multiple digital channels and platforms for both owned and earned media.

Desired GPE Fellow Qualifications:

Candidates should be proficient in Microsoft Excel (or comparable software) and statistical analysis and/or data visualization. They should also have excellent research skills. Experience with Google Analytics or other analytics software is a plus.

GPE Fellow Learning Objectives:

The Fellow will gain experience in leveraging communications data to help drive decision-making and measure outcomes. It will also be an opportunity to collaborate with communicators in OPAC and from around the university.

Number of Available Positions: 1