Growth Marketing Analyst

About the job:

One of the Boston area's fastest growing technology companies, Jobcase is the only social media site dedicated to empowering the world's workforce. Jobcase is a social media platform that connects our 90 million+ members to each other and potential employers.

We are looking for a Growth Marketing Analyst to be responsible for driving the strategic vision and tactical execution of online marketing campaigns, with the goal of expanding our brand reach and increasing the size of our member base.

What you’ll be doing here:
- Applying the scientific method to the development of AB tests and MVA experiments, along with the execution of member acquisition marketing campaigns across channels including: Search Engine Marketing, Display and/or Social Media networks
- Monitor key performance indicators, make data-driven recommendations, and advocate for internal resources required to drive the continued member growth via their respective marketing channel(s)
- Insights and hypotheses will be informed by both competitive and web analytics

About you and your skills:
- Results-oriented, seasoned data expert who thrives on identifying and executing growth opportunities
- An advocate of using data to make business decisions, build business cases and support campaign optimizations
- Bachelor’s Degree in Marketing, Economics, Business, Computer Science, Statistics, Applied Mathematics or similar required; MBA or other Masters degree a plus
- 1+ years of work experience in online marketing, online advertising, member acquisition, web and/or database marketing analytics
- Expert proficiency in SQL and Excel and the ability to work with large datasets
- Working knowledge of Tableau, Python and/or R a plus
- Solid experience in online marketing disciplines with a strong emphasis on growth-hacking and generating high ROI

About Jobcase:
- Affiliated partner of MIT's Computer Science and Artificial Intelligence Laboratory, CSAIL
- We cover 100% of both medical and dental
- We pay for employee parking/MBTA costs
- Unlimited PTO
- Fully stocked kitchen & we host lots of fun all-company events
- Boston Business Journal best place to work 2015, 2016, 2017, 2018