



## Marketing Analyst

ShopAtHome.com helps more than 15,000 online stores generate leads and sales through one of the largest coupon and discount shopping sites on the Web. With over 20 million customers and 25 years in the lead generation business, we are the leader in online coupons and deals.

The Marketing Analyst position is in the most exciting department of ShopAtHome.com – Social! This position is responsible for engaging and growing the Social Community on ShopAtHome.com starting with our 40 million customers, 2.7 million Facebook Fans and over 150,000 Twitter Followers. This position will contribute to strategic ideas, conduct competitive analysis, and must have the ability to think outside the box. He or she will provide daily management of the social community, report and analyze campaigns and grow the ShopAtHome.com Community.

Working on-site with terrific people at our convenient location in the DTC, the Marketing Analyst will:

- Assist in restructuring, reorganizing and growing the ShopAtHome.com Community
- Restructure, reorganize and grow the ShopAtHome.com Community
- Define projects for community enhancements to increase number of loyal community users by maximizing the customer experience of the community
- Understand, document, create and/or improve community user flows
- Conduct A/B testing
- Conduct external focus groups/user testing to optimize user experience
- Run and manage KPIs
- Assist in planning, executing and optimizing marketing campaigns

### Responsibilities:

- Analyze community structure and optimize for best user experience
- Conduct competitive analysis on top online communities for new opportunities
- Assist in developing community rewards program to further enhance community growth
- Conduct A/B site tests and external user group tests to optimize community flows
- Run and manage daily and weekly reporting
- Work directly with designers and developers to develop pages, marketing copy and user flows
- Work directly with marketing groups to ensure optimal community implementation across social, SEO, and site
- Document, prioritize, track and manage Community projects

### Desired Skills & Experience:

- 1+ years of internet marketing experience
- 1+ years of community management experience preferred
- Proficient with MS Excel & MS PowerPoint
- Analytical skills and experience with web analytics such as Google Analytics
- Exceptional organizational skills with excellent attention to detail and strong time management skills
- Great communications and interpersonal skills are required
- Experience with A/B testing preferred
- Requires a bachelor's degree with acceptable academic performance or commensurate work experience
- SQL and Database Experience is a plus

### Employees enjoy:

- Competitive compensation
- 15 days of Paid Time Off (PTO) annually
- 10 paid company holidays
- Medical, dental, vision & life insurance for employees and their dependents
- Matching 401(k) savings plan
- Flexible Spending Accounts
- Free on site gym (no excuses.....)

- Company Events and Bagel Fridays (don't forget the gym.....)
- Working with the greatest people ever!

ShopAtHome.com is located at our Greenwood Village, Colorado office near Quebec and Belleview. Please submit a cover letter indicating position applied for, resume, and salary requirements to [recruiting@ShopAtHome.com](mailto:recruiting@ShopAtHome.com) by 5 PM MDT, Tuesday, January 31, 2012.