



# Barefoot Books

*step inside a story*

## Digital Marketing Analyst

Concord, MA

We are seeking a tech-savvy, data-loving, ambitious Digital Marketing Analyst to join our small collaborative, entrepreneurial team in Concord, MA. Reporting to the Senior Manager of Digital Marketing, and working closely with our sales and marketing teams, this role offers an exceptional opportunity for the right candidate to help drive digital marketing efforts in all sales channels, and grow awareness for a creative, mission-driven, international children's publisher. This is a full-time position with benefits.

### **What you'll do:**

The primary areas of focus for this role are email marketing, list management and segmentation, digital advertising, SEO and SEM, website content management, and e-commerce reporting and analytics. Key responsibilities include:

- Building e-marketing and digital ad campaigns (community newsletters, new product announcements, training reminders, action-based nurture emails and general sales updates, Facebook and search ads);
- Setting up lead capture embeds and modals, as well as UTM parameters for all digital initiatives;
- Managing all email and direct mail data and preparing segmented lists for all campaigns;
- Regularly updating all website content and assets to support all campaigns, including homepage sliders, blog posts and other landing pages;
- Assisting in monitoring campaign performance and KPI tracking against our digital advertising initiatives, as well as organic social media and email marketing;
- Analyzing traffic and browsing data for our Magento website to evaluate campaign effectiveness;
- Pulling data from ZAIUS, Google Analytics, Facebook Business Manager, Pinterest and in-house databases;
- Preparing weekly and monthly marketing analytics reports that provide reliable insights into critical metrics, projections and historical performance;
- Implementing SEO and SEM best practices;
- Supporting other initiatives as the business requires.

## **We're looking for someone who:**

- Has a minimum of three years experience in a digital marketing role, preferably in a hands-on, fast-paced environment;
- Is exceptionally detail-orientated and passionate about data and analytics, with a curiosity for translating data into insights to help make recommendations and drive strategy;
- Has outstanding spreadsheet skills as well as proficiency in Google Analytics, Facebook Business Manager, Pinterest Business Hub, and Sprout Social.
- Has worked with email marketing and automation software and content management systems (experience with ZAIUS and/or Magento a plus);
- Has the resilience, flexibility and drive to self-start, problem-solve on the fly, and thrive in a high quality, creative and collaborative environment;
- Is a strong communicator with positive energy, intellect, curiosity, respect for others and a good sense of humor;
- Believes strongly in Barefoot's mission to open children's hearts, minds and worlds.

## **To apply:**

To apply, please email your resume along with a cover letter explaining your interest in, and qualifications for, the position to:

**Sarahy Sigie, Senior Manager of Digital Marketing** | [sarahy.sigie@barefootbooks.com](mailto:sarahy.sigie@barefootbooks.com), RE: Digital Marketing Analyst

## **About Us:**

**"The standard for excellence in children's books" — *Forbes***

Founded by two mothers in England in 1992, we are an award-winning, independent children's publisher based in Cambridge, MA, with a mission to share stories, connect families and inspire children. In 2017, we were named by Forbes as one of the [25 Best Small Companies in America](#).

We have created more than 700 books, spoken word stories, music, animations, characters, puzzles and games that open children's hearts and minds to our wonderfully diverse world. Our first app, [Barefoot World Atlas](#), has had 4 million+ downloads and was selected by Apple as one of their top 10 apps of all time. Our [YouTube channel](#) has over 250 million views. A big part of our work is to support literacy initiatives across the globe and in 2019, in partnership with Books for Africa, we shipped 300K books to HIV / AIDS orphans and their caregivers in Mozambique.

However, our proudest accomplishment is to have put nearly 30 million books into the hands of children around the world. See our [Barefoot Manifesto here](#).