



## Digital Growth Analyst in Barcelona, Spain

### **Who are we?**

Ruby Cup is an award-winning social menstrual health business that produces and sells menstrual cups around the world. Our mission is to enable all people to live their periods safely and with dignity, regardless of their income. We provide a sustainable menstrual health solution, we dismantle menstrual taboos and deliver sound education on reproductive health and menstrual care.

Founded in 2012, we work and distribute in over 40 countries around the world. Our pioneering model is based on a 'Buy One, Give One' concept, for every cup that is purchased, another cup is donated to someone without access to period products.

We're a small, dynamic and committed team based in Barcelona, Nairobi, and London. Our work environment is characterized by a flat hierarchy and a high degree of flexibility. This allows for remote working and flexible office hours and also calls for independent and strong self-driven work ethics.

### **What is the job description and responsibilities?**

For a newly created position, we are looking for a data driven digital marketer and growth lover to join our team. You are an analytical thinker that loves data and you are able to communicate your findings and translate them into actionable strategies. Your analytical and proactive approach will be key to driving growth and user acquisition. You dream of applying your skills in a company that is entirely focused on creating a sustainable and positive impact on the world. You will report to our Head of Marketing and Communications and you are excited about being part of shaping the new role within the organisation.

- You will conduct research and gather data to
  - evaluate online marketing efforts, performance of our products and website traffic
  - optimise customer engagement and conversion rates
  - execute and implement marketing strategies and campaigns
  - be on a constant mission to find, test and optimize ROI on online marketing and sales channels
- You will be the go to person to oversee and execute technical components of marketing campaigns to support your team and relevant external freelance partners
- You will implement effective KPIs and reports

## **Who are you?**

- **Excellent technical and analytical abilities**
  - You have advanced knowledge of google analytics and search
  - You have advanced knowledge of SEO
  - You have knowledge of Google and Facebook/Instagram ads, knowledge of other PPC types is a bonus
  - You have experience with user acquisition, virality, user interface design, consumer insights and user experience
  - You have experience with A/B testing
  - You have experience with cost optimisation of user acquisition and conversion
  - You know where and what to look for to understand sudden changes in website traffic and other data sources
  - You know about web crawling tools
  - Some knowledge or understanding of coding is a bonus
  - Some knowledge of Shopify is a bonus
- **Strong communication skills**
  - You're excellent at translating your data findings into actionable ideas and recommendations
  - You're a team player and a great listener
- **Strong project management skills**
  - You can effectively manage multiple projects and are able to prioritise what's important and rule out noise
  - You are proactive and focus on solutions rather than problems

## **Education and work experience:**

- You have an educational background in digital marketing or a related field
- You have 3+ years of experience working for an e-commerce company selling physical products
- A significant part of your work experience has been focused on growing a consumer brand

## **Other requirements:**

- You speak and write fluent English, other languages are a plus
- You're open minded and positive
- You have a valid work permit for Spain (NIE)

## **What we offer:**

- An open minded and international team from Spain, Italy, France, Russia, Austria, Tunisia, Kenya, Argentina, Denmark, UK

- Office space in CREC Coworking, Eixample with the option of using flex desks at their other locations in Poble Sec and Sabadell
- Flexible working hours and remote working options
- Private health insurance (Sanitas)
- Refreshments including coffee, tea & snacks
- Lunch allowance
- 25 working days of paid annual leave

Hours: Full time

Salary: To be negotiated

Application deadline: End March 2020

Start date: April/May 2020

If you are interested in this position, please send us an email with your Cover letter and CV to [jobs@rubycup.com](mailto:jobs@rubycup.com). Put 'Job: Digital Growth Analyst' in the subject line please.

We look forward to hearing from you!

Greetings from the Ruby Cup team.