

BE PART OF OUR TEAM.

Women's Best is an internationally successful start-up that sells high-quality sportswear and premium sports nutrition for women in 150 countries.

#pushyourcareer



MARKETING DATA ANALYST
(M/F/X)

www.womensbest.com



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David Kurzmann, Thomas Mark and Lukas Kurzmann

OUR SUCCESS STORY.

Over 1 million customers worldwide, more than 4 million followers on social media and a yearly social reach of 1.3 billion people.

All of that sounds like a typical Silicon Valley success story, where start-ups grow to market leaders and change business sectors significantly with disruptive innovation within the shortest period of time.

Well, Women's Best is not an American corporation but an Austrian brand founded in 2015 by three young Austrians. Today Women's Best is an international leading brand which offers high-quality sportswear and premium sports nutrition for women.

For our headquarters in Innsbruck, Austria, we are currently looking for a:

MARKETING DATA ANALYST (M/F/X)

Full-time (40h/week)

Women's Best is an internationally successful start-up that sells high-quality sportswear and premium sports nutrition for women in 150 countries.

As one of the most successful social media start-ups we don't see ourselves as a regular employer, but are much more trying to make a change and revolutionize the labor market.

Look forward to modern working conditions, an international team aged between 18-53 and a special success story. In addition, enjoy the company gym, modern working spaces and unforgettable company events as a part of our attractive benefits.

GROSS SALARY:

For this position, depending on qualifications and work experience, the minimum gross annual salary for full-time starts at € 65,000.

The willingness to overpayment is given, depending on your qualification and previous professional experience. Attractive bonus payments complete the salary package.

YOUR BENEFITS WITH US:

- A unique success story
- Excellent promotion prospects
- Bonus payments
- Personal development
- Working directly with the founders
- An international dynamic team
- Flexible working hours
- Modern working conditions
- Company owned gym
- Unforgettable corporate events
- Office canteen with freshly cooked meals
- Free coffee & snacks

YOUR BENEFITS IN AUSTRIA (TIROL):

- 14 salaries per year
- Extraordinarily high quality of life
- Low crime rate
- Excellent social / health care system
- Beautiful landscape
- Popular travel destination
- Various leisure activities in summer and winter
- Innovative economy

YOUR TASKS:

- **Consultative analytics:** As an analytical sparring partner and data master, you empower our Marketing Performance department to become fully data-inspired and insights-driven.
- **Data-driven marketing:** You will lead various data projects (e.g. marketing data lake, cross-channel performance, budget allocation & attribution modeling). For this, you will work closely with our marketing experts to design and maintain data models and pipelines enabling our marketing teams with a consistent data view.
- **Digital analytics:** You deeply understand how digital marketing works and which data it needs. Based on this, you generate and provide meaningful business insights proactively and derive concrete actions to improve our user acquisition and retention.
- **Data enablement:** You work side-by-side with our Performance Marketing team to enhance their data skills and data-driven mindset. You support and empower them to access and analyze the data needed and make it as easy as possible.

YOUR PROFILE:

- You have a degree in the field of business administration, computer science or mathematics/statistics.
- You have relevant job experience in the digital world, e-commerce, data science or/and consulting.
- You love to solve difficult problems with data.
- You're fluent with SQL or BigQuery and also have experience with Tableau, necessary for analytics and scripting.
- You have excellent knowledge in digital analytics, i.e. Google Analytics, Google Tag Manager and A/B testing – you know how to use, implement, modify and debug the tools and set ups.
- You understand key marketing concepts (campaign success KPIs, audience targeting, attribution, CLV, etc.) and have a good knowledge of industry trends.
- You are experienced with 3rd Party Marketing platforms, APIs, and data visualization tools.
- You are a data enthusiast, highly self-motivated and proactive
- You have very good communication skills as you are the go-to-person for many teams.
- Fluency in English is required



APPLY NOW.

Become part of our success stories and apply today.

jobs@womensbest.com.

ADDRESS

Eduard Bodem Gasse 3, 6020 Innsbruck, Austria

P. +43 512 31 23 45 | **E.** jobs@womensbest.com | **W.** www.womensbest.com