



Marketing & Data Analytics Associate - Remote

Topic Insights | Colorado, United States

[Topic Insights](#) was created with the purpose of encouraging people and organizations around the world to lead with purpose to make an impact. Our mission is to share stories and insights that inspire people, communities, and organizations around the world to make a positive impact.

Through our [articles, research, and publications](#), we seek to provide innovative insights and inspiration to redefine business as an agent for change and progress within the ecosystems in which they operate.

We do so by putting people and communities at the heart of everything we do.

Job Description:

As a **Marketing & Data Analytics Associate**, you will be responsible for the following:

- Analyzing and understanding website's performance through Google Analytics
- Delivering insights, presentations, and reports about website's performance using data acquired from Google Analytics
- Coming up with ideas and recommendations to improve website's traffic and conversion rates
- Researching current marketing trends and presenting insights
- *Optional:* Writing and editing inspiring and insightful articles weekly

Qualifications:

- Experienced using Google Analytics (1+ years preferred)
- Experienced analyzing data, trends, and able to provide action and goal-oriented recommendations
- Exceptional presentation and reporting skills
- A bachelor's degree in a business-related field
- Curious, empathetic, and with a willingness to learn, grow, and make an impact in the world
- Self-motivated, independent, and determined

Currently, this is an unpaid job position. Therefore, we are seeking candidates with an innate desire to, through their work and dedication, drive change in the world.

To apply, send your resume and cover letter to topicinsights@gmail.com with the name of the position you are applying to in the email's subject line and your application will soon be taken into consideration!