



Data Analyst

OVERVIEW

The Good Book Company is seeking a Data Analyst to join our award-winning Christian publishing team and help us in our mission to serve the Church with biblical, relevant and accessible resources. He or she will be responsible for collecting, analyzing and reporting on diverse data sets in order to build up a full and accurate picture of current company performance, potential issues, and opportunities for growth and improvement. The ideal candidate is methodical and organized, a strong communicator and a team player.

LOCATION

Charlotte, NC

ESSENTIAL RESPONSIBILITIES

Cross-Departmental

- Collaborate with team members to collect and analyze data
- Structure large data sets to find usable information
- Use graphs, infographics and other methods to visualize data
- Create presentations and reports for internal teams
- Establish KPIs to measure the effectiveness of business decisions
- Work with senior staff to identify opportunities for growth

Amazon

- Closely monitor Amazon reporting to ensure that our titles are always in-stock and available to buy
- Report regularly on sales performance, and highlight areas of concern or opportunity
- Continuously improve the way we obtain, process and report on Amazon data
- Collaborate with our Amazon advertising agency to learn how best to target advertising and grow sales

Marketing

- Develop targeted contact lists for email campaigns and printed catalog mailings
- In consultation with the VP Marketing, monitor and report on key customer interactions, including:
- Engagement with email and Social Media campaigns
- Website user behavior (using Google Analytics)

QUALIFYING KNOWLEDGE, SKILLS, AND CHARACTERISTICS

Required

- Sympathy with The Good Book Company's aims and values (find out more at thegoodbook.com/about)
- Strong communication and teamwork skills
- Organized, detail-oriented, methodical and logical
- Proven skill with spreadsheets and data
- Experience with spotting patterns, trends and anomalies in datasets
- Constantly seeking to learn and improve
- Bachelor's degree

Desirable

- In-depth understanding of Google Analytics and email campaign analysis
- Previous experience in a Data or Finance role
- Some knowledge of coding (e.g. SQL, Python) and reporting tools
- Degree in a mathematics or business-related field

To apply, please send us your résumé along with a cover letter to Katie Thompson (katie.thompson@thegoodbook.com) explaining why you would like to join The Good Book Company and why you might be the person we are looking for.