Downloaded from <https://www.velvetjobs.com/job-descriptions/user-acquisition>

# Example of User Acquisition Job Description

Our innovative and growing company is looking for an user acquisition. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for user acquisition

* Source and test new user acquisition channels / partners, and optimization opportunities to drive campaign performance
* Be key player in league partnerships on digital platforms to represent marketing group
* Collaborate with internal creative, product and engineering teams
* Report regularly to the Digital leadership team on key KPIs
* Prepare inventory counts of autographed jerseys, footballs, mini-helmets, for our Fantasy Football Ultimate Experience Prizing Leagues
* Assess company’s growth across all the markets by conducting analysis and building models that translate data into actionable insights
* Challenge existing assumptions and spot opportunities to growth the customer base ensuring spend efficiencies
* Build statistical models to forecast performance (new customers, CPA, LTV)
* Improve new customer attribution model
* Assess marketing channel performance to drive spend efficiencies

## Qualifications for user acquisition

* Prior education minimally required to be hired for this position
* Other skills needed to perform the job
* Degree in marketing/finance or equivalent (MBA preferred)
* Passionate about user experience- 5+ years of relevant experience and a bachelor's degree in computer science or equivalent
* Knowledge of general industry mobile technologies across multiple carriers and devices mobile products at a strategic level including mobile display advertising and media practices, advertising measurement, retargeting and industry guidelines
* Skill in using general office equipment such as Video Conferencing, fax, copiers