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# Example of User Acquisition Job Description

Our innovative and growing company is searching for experienced candidates for the position of user acquisition. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for user acquisition

* Work with the data analytics team to improve on the reporting and optimization efforts and scale in a smart and cost-effective way
* Recommend optimal targeting strategies
* Driving strategic marketing conversations and platforms with our largest partners -- Google, Facebook, Apple, -- to define objectives and provide recommendations
* Identifying, negotiating and closing media buys with ad partners
* Tracking effectiveness of advertising campaigns and user conversion funnel, and implementing continuous improvements
* Optimizing Facebook and Google campaigns to meet game objectives
* Managing marketing budgets across the product portfolio
* Collaborating with cross-functional teams to scope out business opportunities and to deliver results
* Partner with other parts of the organization to ensure smooth team operation with other key stake-holding teams
* Partner with external vendors to provide key components of the platform, as is necessary

## Qualifications for user acquisition

* Interest in Native Mobile Development is a plus+
* A minimum of 4 years’ experience in digital marketing and lead generation
* Prefer previous experience in the Mobile space (app acquisition / mobile marketing) and experience in SEM (AdWords, Bing and Gemini)
* 4-6 years experience in a quantitative media buying position
* Bachelor’s degree in a quantitative or technical discipline (Stats, Mathematics, Finance, Economics, CS, Engineering )
* Relevant experience with media buying, acquisition marketing, mobile marketing, referral programs