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# Example of User Acquisition Job Description

Our innovative and growing company is looking to fill the role of user acquisition. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for user acquisition

* Own the GTM and evangelization for your products
* Own and drive strategic marketing conversations and platforms with ad partner networks to define objectives and provide recommendations
* Drive aggressive negotiating efforts with partner networks
* Define launch and post launch user acquisition plans that achieve Aftershock’s growth plan, focusing on partner network buying channels
* Ensure networks are delivering on commitments and recover refunds where applicable
* Track effectiveness of advertising campaigns and user conversion funnel, and implement continuous improvements
* Constantly survey the marketplace to seek out and test new partners/geographies that show promise
* Own and drive strategic marketing conversations and platforms with our largest partners -- Google, Facebook, Apple, -- to define objectives and provide recommendations
* Define launch and post launch user acquisition plans that achieve Aftershock’s growth plan, focusing on direct buying channels
* Work with Marketing Art function and Product Marketing on pre- and post-launch creative testing

## Qualifications for user acquisition

* Scientific method approach
* Strong analytical mindset and critical thinking
* Ability to communicate complex findings to key stakeholders in a simple way
* Previously implemented an attribution model
* Experience with marketing campaigns tracking
* Good understanding of retail marketing and communication methodologies