



DATA ANALYST

Interplay Learning provides the unique opportunity to work at the intersection of education technology, Virtual Reality, and enterprise software—three of the most exciting sectors in technology. Our mission is to leverage this technology to help the next generation of professionals and students build real skills for real jobs. Think: HVAC technicians, electricians, manufacturing workforce, etc. We are passionate about delivering better training for the workforce that represents the backbone of this country.

While we generally support a virtual work environment, we seek a professional in the Austin, TX area for this hire. Interplay Learning is a 8-year-old company, growing organically since our inception. In March, we closed a Series A funding from several top tier venture firms. This means we can present a rare combo: the stability of a 8-year-old company with the upside of a start-up. Big things are happening here and we're looking for more A-players to join our team.

WHY INTERPLAY LEARNING?

- We are uniquely positioned to make an incredible impact on the skilled trades industry. The skilled trades world is facing a critical skills gap leaving many businesses without the right talent to grow their business. Did you know that [60% of current skilled trades workers](#) will retire in the next 10 years? Our training allows businesses to fill open positions more quickly and more affordably.
- Interplay Learning was [named to the latest Inc. 5000 list](#), which ranks the top fastest-growing private companies in the United States. We've recorded more than 120% growth in a three year period to earn the spot.
- We were recognized by the [Bill & Melinda Gates Foundation for our contribution to accelerating education innovation](#). The \$100,000 prize was awarded for the exceptional work done by our developers on our proprietary Skillmill engine.
- We have secured partnerships with several of the largest OEM's in the world (equipment manufacturers) to develop custom solution training.
- [Virtual Reality is the next "Smartphone."](#) we believe that VR is poised to soon break through to the masses.

THE ROLE

The Data Analyst will work strategically to support marketing team initiatives, including data procurement, analysis, data visualization and modeling. The Data Analyst will help build a foundation of analytics that will enable Interplay Learning to more predictive and data driven in our approach as a company.

KEY SKILLS REQUIRED

- Strong understanding of Google Analytics (BONUS: Google Analytics Certification)
- Strong passion for digital media and emerging technologies with a solid understanding of trends within web analytics, search marketing, email marketing, mobile and social media
- Ability to clearly articulate ideas across multiple levels
- Exceptional organization and project management skills
- Familiarity with Chargebee and Hubspot

WHAT DOES SUCCESS LOOK LIKE? Let's look at 1 year from now...

- You will have built a successful reporting system from the ground up, leading and advocating for the tools needed to get the job done.
- You've supported the marketing team in making critical data-driven decisions.
- You've demonstrated that you are a leader and expert in delivering key insights on prospect and client behavior.
- You've taken full ownership of data needs across marketing, sales and product departments to bring cohesion and a story to the data.
- Your impact in this role is evident across the entire business because your work has resulted in helping marketing and sales meet aggressive revenue goals.
- You have improved your communication skills as you've been able to practice sharing your ideas across multiple levels of the organization.
- You have earned yourself a reputation of being incredibly insightful and maybe even creepingly accurate in your predictive data modeling.



- You have honed and refined your analytical and strategic thinking in an encouraging and forward-thinking environment.

READY TO APPLY?

- Submit resume detailing your experience
- Submit a cover letter explaining why you would be a great fit
- Send to: careers@interplaylearning.com