



Position Description Business Analyst

February 2013

POSITION TITLE: Business Analyst

QUALIFICATIONS: Business, finance, and/or analytical degree or equivalent with interest in entrepreneurship

REPORTS TO: Executive Director

POSITION GOAL: To help grow the company by providing technical expertise and creative initiative for implementing the company's sales and support initiatives.

PERFORMANCE RESPONSIBILITIES:

- Analyzing and organizing data about our customers to identify trends that increase their use and success with our resources.
- Strategizing and developing the company e-communications.
- Managing the data integrity of all accounts and named trials.
- Assisting with various data, Web and analytic needs in support of the Accounts, Content, and Digital Technology departments.

NECESSARY SKILLS:

- Excellent skills and experience using Microsoft Excel and its formulas.
- Experience using databases and considering database fields.
- Fluent writing of raw HTML and CSS (not using any kind of WYSIWYG editor).
- Familiarity with the Adobe Creative Suite desired.

IDEAL CANDIDATE:

- Detail-oriented with strong organizational skills.
- Excited to work in a collaborative environment.
- Self-motivated to take meaningful initiative.
- Value and enjoy playing a central role in the business development and successes of this growing business.

This is an excellent entry-level position for a data-minded entrepreneur who wants to move a company to its next level.

TERMS OF

EMPLOYMENT: Position is full-time with competitive salary and benefits, including health insurance.

LOCATION: The TeachingBooks.net office is in downtown Madison, Wisconsin, along Lake Mendota.

ABOUT TEACHINGBOOKS: TeachingBooks.net LLC is a small company that develops and maintains a comprehensive database of multimedia materials that enrich the reading of children and young adult books. The online collection includes tens of thousands of resources about fiction and nonfiction books used in the K–12 curriculum, teacher education institutions, and public libraries, with every resource selected to encourage the integration of multimedia author and book materials into reading and library activities. More than 27,000 schools currently subscribe.

APPLY: Reply with a cover letter and resume that highlights your experiences and interests in data analysis and technical ingenuity.

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