JOB DESCRIPTION

| **Title** | GROWTH MARKETER |
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| **Reports To**  | [INSERT TITLE]  |

**Job Purpose**

[Organization Name] is looking for a motivated and ambitious Growth Marketer to manage our organization's growth marketing and conversion rate optimization efforts. You'll learn a lot in this cross-functional role, and you'll get to try new things on a variety of channels.

The primary responsibility of a Growth Marketer is to identify marketing channels, solutions, and ideas that will effectively attract new customers and boost revenue.

This position is crucial to [Organization Name] because they will use data and user experience research to create compelling, creative, and diverse marketing campaigns to attract more clients. The foundation of growth marketing is telling an engaging story, leveraging the power of real data, and focusing on the product.

The Growth Marketer aims to reach every stage of the sales funnel, from awareness to activation and retention to revenue and referrals. When growth marketing is done right, your users, clients, or customers will get engaged with our product and company to the point where they will become brand ambassadors and promote friends and family to [Organization Name].

**Duties and Responsibilities**

Overall Responsibilities include but not limited to:

* Establish growth plans with a cross-functional team (Product, Services, and Sales) to achieve [Organization Name]'s revenue goals.
* Make new user acquisition campaigns, manage them, and try them out.
* Create and implement a variety of content strategies to increase awareness and engagement.
* Manage and create content for all social media sites (including Facebook, Twitter, LinkedIn, Instagram, and YouTube).
* Manage SEO.
* Analyse data to track revenue growth and identify opportunities for improvement.
* Prepare and present executive-level suggestions, reports, and results based on experimental data.

**Qualifications**

* Bachelor’s degree in X.
* Ability to lead and interact with cross-functional partners, prioritise high-impact activities, and keep complicated projects moving forward.
* With a strong growth track record.
* Excellent written, conversational, and organizing skills.
* HTML, CSS, Google Analytics, Photoshop, Mailchimp, and Hootsuite are all useful skills to have (or, other Social Media Management Systems)
* Analytical capabilities.
* (insert number) years of SEO and growth marketing experience.

**Working Conditions**

* X work hours per week
* Working on evenings and/or weekends may be required
* Overtime may be required