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# Example of Growth Marketing Job Description

Our company is growing rapidly and is looking for a growth marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for growth marketing

* Conduct research and remain informed of the changing business climate, market overview, and statistical data along with the evolving trends in the human resources and work-life arena
* Work with stakeholders to set growth, engagement and retention targets for each product and create quarterly marketing plans to meet them
* Leverage data to understand the product conversion and engagement funnel
* Conceive of marketing campaigns, craft messaging, identify appropriate sequence in the lifecycle to send the message
* Partner with the Product, Marketing, Analytics, Insights, and Data Science teams to connect the right message to the right customer at the right time
* Drive and monitor A/B and multivariate experiments to optimize key performance metrics
* Own overall communication with our Canadian customer base via our scalable marketing channels
* Be responsible for end to end campaign execution, including ideation & campaign development, segmentation and targeting, managing cross-functional hand-offs, and reporting results to our senior leadership team
* Collaborate with Canada product marketing, partnerships, sales, account management and content counterparts to deliver on cross-functional strategies and plans
* Identify opportunities for generating growth, designing experiments to test hypotheses and implement them at scale

## Qualifications for growth marketing

* Comfort dealing with ambiguity and multi-tasking demands under tight deadlines
* Ability to contribute individually and as a team member
* Significant project management skills and detail-orientation
* Entrepreneurial spirit and mindset
* BA/BS in Marketing, Economics, Applied Statistics or other Quantitative field preferred
* A customer-centric view with a passion for gaining customer insights and translating insights into strategies and executions