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# Example of Growth Marketing Job Description

Our innovative and growing company is searching for experienced candidates for the position of growth marketing. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for growth marketing

* Manage the paid acquisition team (comprised of a Director of Paid Acquisition, channel experts, and street teams) to develop a cohesive, strategic performance-based program that drives significant growth at scale
* Manage the partnerships team to drive organic growth and engagement through PR, social, device and content partnerships
* Work closely with the Director of Retention to execute marketing campaigns that drive member engagement through device and content partnerships
* Coordinate across the marketing and product teams to optimize acquisition and engagement flows, and to ensure consistency in marketing messaging and voice across all customer touch points
* Collaborate with tech and product teams to ensure successful execution of marketing plans and messaging
* Develop customer-centric marketing plans with strategic vision and attention to detail
* Develop cross-channel strategy to generate demand and nurture leads for the platform
* Develop blueprint for growth
* Create compelling programs, events, and content campaigns to drive interest and engage potential customers
* Work cross-functionally to support growth objectives and product marketing programs

## Qualifications for growth marketing

* Advanced experience designing initiatives that maximize the capabilities of marketing automation software
* Growth marketing experience with significant focus on product marketing or email marketing a plus
* Know how to structure and deliver ideas clearly, crisply, and compellingly
* 7+ years working in the field of digital analytics and digital marketing – working in b2c results service organization is preferred
* Deep clickstream analysis
* Social analytics