



Example of Growth Marketing Job Description

Powered by www.VelvetJobs.com

Our company is looking for a growth marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for growth marketing

- Manage agencies and external resources to deliver, getting appropriate internal approvals, and managing budget reporting and accountability
- Meet and exceed growth targets consistently
- Demonstrated expertise in performance channels
- Strategic thinker with the ability to get into the details and make things happen
- Build a high performing team via hiring, training and coaching
- Partner with business analytics and data science to generate insights and use them to make operations more intelligent
- Improve our marketing infrastructure (delivering email and in-product messaging, A/B testing, deploying dynamic creative, facilitating triggered marketing), streamline processes, and improve growth marketing competency to improve campaign effectiveness
- Collaborate with Product Marketing, Partnerships, Account Management and Acquisition Marketing teams to deliver on cross-functional strategies and plans
- Develop our marketing strategy with clear priorities, objectives, and metrics to boost customer adoption, retention, and satisfaction and strengthen our brand positioning
- Drive lead generation growth across all marketing channels – email, CRM, paid search, SEO, affiliates, partnerships, advertising, direct mail, promotions, events, social media and display

-
- Experience in creating strategic measurement plans, technical documentation and supporting full implementation of analytics tools
 - Amazing project management skills
 - Bachelors' or above in CS, Engineering, Physics, Math, Statistics, Business, Economics or related field
 - Experience with customer retention, upsell, churn, and renewals
 - 2-5 years experience using analytics to drive key business decisions
 - 10+ years of relevant experience driving digital marketing, preferably for an app based, technology, or live service company managing large scale digital marketing initiatives with measurable results