

Job posting date: May 14, 2021

JOB DESCRIPTION

Growth Marketing Manager

We reinvented the retirement account for the modern retiree so everyone has a choice in how their retirement dollars are invested – and we’ve had an incredible reception since launch. We’re looking for a founding member of our Marketing team to manage key paid user acquisition channels, with a focus on SEM.

The role – what you’ll do:

- Manage key paid user acquisition channels, with a focus on SEM.
- Own channels end to end, including developing channel strategy, defining targeting, managing creative, setting up campaigns, optimizing campaigns, measuring performance, and deriving insights to inform future campaigns.
- Manage ad spend against a monthly budget to ensure that we are spending responsibly and maximizing ROI.
- Use data to develop and test new hypotheses, including new ad copy, bid, and landing page strategies in our SEM program.
- Report on effectiveness of paid media campaigns, including creative learnings.
- Be accountable for hitting goals and helping drive sustainable growth.
- Help manage external relationships with freelancers and agency partners when necessary.
- Ensure that we are testing the latest technologies & platforms available when applicable.

What we’re looking for:

- 3+ years of paid user acquisition experience at a fast-growing tech company.
- Extensive experience with Google, Facebook Ads Manager, Twitter, & ASA.
 - Strong working knowledge Google’s marketing suite (search, GDN, video, GTM, analytics).
 - Experience with ad networks (e.g. Adroll), direct buys, Snapchat, Reddit, and other channels is a plus.
- Have a thorough understanding of ad attribution and tracking with mobile measurement partners (i.e. Branch , Appsflyer, Kochava).
- Strong strategic and analytical skills, including advanced Excel.
- Hands-on experience with data.
- Experience – and a desire – to do both strategic planning and daily execution/optimization.
- Ability to thrive in a fast-changing, fast-moving, scrappy startup environment while balancing short-term demands and long-term needs.

The ideal candidate has:

- Strong interpersonal communication
- Strong problem solving and analytical ability, with a track record of “test & learn” mindset.

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- Ability to multi-task and work in cross-functional, fast-paced environments with the pressure of multiple deadlines, multiple partners/ vendors, and complexity.
 - Excellent team player, who values other views and can earn stakeholder confidence quickly
 - Strong creative marketing and communication skills.
 - Experience and desire for working in a start-up environment, contributing to developing business infrastructure and aggressively scaling a high growth business.