



Growth Lead

We are looking for a Growth Lead for our dynamic start-up. The Growth Lead will focus initially on accelerating the growth of the direct-to-member subscription business. You will also fulfil a key role in the strategy and growth of the business globally and development of new products and services.

The Head of Growth will be responsible for getting the brand in front of as many customers as possible. Developing and delivering the growth strategy to drive memberships through new customer acquisitions and retention campaigns- identifying growth opportunities throughout the consumer lifecycle.

Type

Part Time leading to Full Time

Location

Birmingham / Remote (for COVID period)

Compensation

£22,000 - £26,000

Reporting to

Chief Executive

Responsibilities

- Developing and delivering the growth plan for the company
- Optimising the sales process with reference to performance marketing, product, referral programmes and content.
- Reducing churn through a combination of improving existing on-site experience, introducing new content and product and services including upgrade options.
- Growing low-cost acquisition channels: email, SEO and viral marketing program
- Geo expansion
- Establishing new Partnerships
- Leading the PR and Comms strategy
- Budgetary and reporting responsibility
- Managing, developing and recruiting a high-performance team
- Manage the entire candidate funnel from app registration to onboarding, engagement, retention and satisfaction
- Management of external agencies
- Management of paid advertising activity and social media

Requirements

- Fintech experience advantageous
- Extensive experience in digital marketing
- Analytical skills, ability to create meaningful conclusions and decisions from data
- Highly organised with strong attention to detail
- Some experience in leading a team
- Ideally, experience with both B2B and B2C
- Ideally, experience with Apps Excellent written and verbal communication
- Experience in delivering outstanding marketing assets, including video entrepreneurial flair and passion for start-ups
- Not afraid to wear multiple hats, get your hands dirty.
- CRM experience
- Mail chimp or equivalent email marketing software experience
- Understanding of Google Analytics