

Growth Marketing Manager

Overview:

(COMPANY NAME) is seeking someone to support the growth of the E-commerce business and work with the paid media team to amplify the brand through best in class creative and brand awareness initiatives. This role is responsible for helping to produce and make sense of the key cultural, consumer and market insights. Additionally, use these insights to design the best possible digital communications plan to deliver on client needs.

Essential Functions:

- Lead and execute marketing strategy and testing for our partnerships
- Forecast and implement paid media budgets based on key performance indicators
- Craft, launch, manage and optimize paid ad campaigns for the fastest-growing direct-response brands with budgets ranging from \$150k to over \$1M per month
- Communicate directly with partners to report on results, define priorities, and manage expectations, acting as the expert that will help partners grow their businesses
- Work with our creative team to develop assets that meet client brand criteria and drive conversion
- Mentor and train new team members
- Creating and executing a strong performance marketing strategy & execution plan
- Developing and managing digital prospecting and remarketing campaigns
- Managing budgets and campaigns across all digital channels to drive strong return on investment and efficient CAC – customer acquisition cost
- Ensuring successful planning, execution, optimization for key traffic KPIs via paid, organic & own media channels
- End to end management of performance marketing activity across Paid Social channels
- Work closely with any partner agencies to implement, optimize and report on performance
- Develop test and learn initiatives across Paid Social
- Identifying and testing new channels to continue to meet or exceed established critical metrics
- Manage channels like social media networks, Google Ads, website content and email marketing delivering a persuasive and cohesive marketing message

Qualifications:

- At least 5 years' E-Commerce/Digital marketing experience
- Strong knowledge and track record in a fast-growing online business

- Highly data-driven with strong analytical skills
- Experience in a media agency is a plus
- Ability to think fast and come to rational conclusions quickly
- Proficiency in Meta Ads, Google Ads, and data visualization platforms
- Proficiency in Klaviyo, Mailchimp, Spotify
- Excellent written, verbal communication skills. Ability to build relationships and manage effectively in a matrix organization
- Strong Management skills and desire to motivate teams
- Comfortable in a fast-paced, ever-changing eCommerce environment.
- Enthusiastic leader, results and detail oriented, good communicator and influencer
- Fluent in English