

UNLIMITED WP

<https://careers.unlimitedwp.com/job/growth-marketer/>

Growth Marketer (2 Openings)

Description

As a Growth Marketer specializing in SaaS products, you will be responsible for driving user acquisition, engagement, and retention through strategic marketing initiatives. Leveraging your expertise in digital marketing, analytics, and user behavior, you will play a pivotal role in scaling our customer base and maximizing revenue growth

Responsibilities

1. Develop and implement growth marketing strategies to drive user acquisition, activation, retention, and revenue growth for our SaaS product.
2. Conduct in-depth analysis of user behavior, market trends, and competitive landscape to identify growth opportunities.
3. Collaborate with cross-functional teams including product, engineering, design, and sales to optimize the user journey and drive growth initiatives.
4. Execute A/B tests and experiments to optimize conversion rates and improve key metrics across various channels including email, paid advertising, social media, SEO, and content marketing.
5. Utilize marketing automation tools and CRM systems to segment users and deliver targeted, personalized campaigns.
6. Monitor and analyze key performance indicators (KPIs) to track the effectiveness of growth initiatives and identify areas for improvement.
7. Stay up-to-date with the latest trends and best practices in growth marketing, SaaS, and technology industries.
8. Provide regular reports and insights to stakeholders on growth metrics, campaign performance, and ROI.

Qualifications

Requirements:

1. Bachelor's degree in Marketing, Business, or a related field.
2. Minimum of 2 years of experience in growth marketing, preferably in the SaaS industry.
3. Strong analytical skills with proficiency in data analysis tools such as Google Analytics, Mixpanel, or similar.
4. Experience with marketing automation platforms (e.g., HubSpot, Marketo) and CRM systems (e.g., Salesforce).
5. Proven track record of driving user acquisition, activation, and retention through innovative growth strategies.
6. Excellent communication and collaboration skills with the ability to work effectively in cross-functional teams.
7. Results-driven mindset with the ability to prioritize and manage multiple projects simultaneously.
8. Creativity and willingness to experiment with new ideas and tactics to drive growth.
9. Familiarity with Agile methodologies and iterative testing approaches is a plus.
10. Passion for technology, SaaS products, and the startup ecosystem.

Employment Type

Full-time

Beginning of employment

Immediate/30days/45days

Duration of employment

Permanent

Job Location

B - 101 to 105, Shilp Corporate Park, Rajpath Rangoli Road, 380054, Ahmedabad, Thaltej, India

Working Hours

8

Valid through

30.06.2024

Experience

3+ years of experience with SaaS based projects .

Job Benefits

- 8 working hours
- 120+ Strength of Employees
- 40 leaves/year
- Leave encashment
- 5 Days Working
- Quarterly Bonus
- Yearly Outing
- Health Benefit Plan

Contacts

For any further information, you can reach out to us at recruitment@unlimitedwp.com or contact at **6351635259**

Hiring organization

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