

## **Growth & Marketing Specialist – Job Description (JD)**

**Job Title:** Growth & Marketing Specialist

**Location:** Remote

**Team:** Marketing & Growth

**Reports to:** CEO

**Type:** Full-Time

### **About the Role**

We are looking for a Growth & Marketing Specialist to scale customer acquisition, activation, and retention through data-driven marketing initiatives. This is a hands-on role suited for a growth marketer who enjoys testing, optimizing, and iterating across growth channels in a fast-paced environment.

You will work closely with cross-functional teams to execute campaigns, analyse performance, and turn insights into action. As the company grows, this role offers meaningful opportunities to take on broader ownership and increased responsibility.

### **Key Responsibilities**

#### **1. Growth Execution**

- Execute multi-channel marketing campaigns across paid media, SEO, email, content, and social
- Support go-to-market initiatives, product launches, and growth experiments
- Plan and run A/B tests to improve conversion across funnels and lifecycle stages

#### **2. Content Creation & Brand Direction**

- Lead **content strategy and execution** across all platforms.
- Develop high-quality content (social media, campaigns, email, thought leadership)
- Define and maintain **brand voice, tone, and positioning**
- Ensure consistency across all customer touchpoints

#### **3. Cross-Functional Collaboration**

- Partner with Product, Sales, and Customer Success to align growth initiatives
- Support onboarding, activation, and retention initiatives
- Contribute to growth planning, sprint reviews, and retrospectives

## What Success Looks Like

- Campaigns are launched on time and continuously optimized
- Clear, data-backed insights inform decision-making
- Ownership of one or more channels or growth initiatives shows consistent improvement
- Strong collaboration leads to smoother launches and better results

## Ideal Candidate Profile

### Experience

- 2–5 years of experience in growth, digital, or performance marketing
- Hands-on experience with at least one core organic growth channel (SEO, content marketing, lifecycle marketing, etc.)
- Strong analytical mindset and comfort working with data
- Ability to work independently in a fast-paced environment

### Nice to Have

- SaaS, startup, or product-led growth experience
- Familiarity with CRM systems and marketing automation tools
- Experience supporting experiments or mentoring junior collaborators

## Why Join Us

- Work on meaningful growth problems with real business impact
- Gain exposure across strategy, execution, and cross-functional collaboration
- Opportunity to grow as products and markets expand
- Culture that values ownership, learning, and continuous improvement
- Flexible working environment (fully remote)