

include

growth marketing manager - [apply here](#)

At **include**, we match underrepresented Techies with organizations where they can thrive. Launched by Lesbians Who Tech & Allies in 2018, include was built to fix the age-old problem - How can companies improve their diversity hiring and retention and, more importantly, how could they hold themselves accountable? Our vision is a tech industry that reflects the diversity of its users.

about the role:

We are looking for a **Growth Marketing Manager** who is passionate about elevating our brand, driving engagement, and growing our revenue and community. We rely heavily upon SEO, SEM and email communication to reach our extensive audience, grow our brand and increase engagement - this is key to our success and overall mission. You will be responsible for content creation and execution across channels. Working closely with our CEO, product teams and leadership you will develop and execute the vision of our digital strategy including, planning, implementing and managing all digital marketing campaigns and advertising techniques to promote the brand and drive growth and conversion.

location

Remote - North America

salary

\$85,000 - \$100,000

Depending on experience

who you are:

- A knack for writing or collaborating on excellent copy
- Experience with A/B testing in email and paid channels
- Ability to think strategically and roll up your sleeves to get stuff done
- Exceptional data analytics skills through the acquisition and retention funnel
- Keen attention to detail and commitment to delivering high-quality content
- Thrive in ambiguity and in fast-paced environments
- You love solving hard problems with a badass team
- You're excited to join a small, but mighty, team where your contributions could be implemented quickly
- Proven ability to work cross-functionally in a fast-paced environment with an ability to handle multiple tasks and switch priorities/focuses as needed
- Savvy marketer with ability to think outside the box and act quickly
- Skilled at bringing a shared vision to life
- Thrive in remote work environment & decentralized team



what you'll do:

- Create email, social, and nontraditional outreach campaigns to drive activation, retention, and engagement
 - Create emails with HTML formatting
 - Serve as our internal expert in marketing, branding, and voice of customer
 - Report on KPIs and adjust plans to hit organizational targets
 - Own and implement marketing analytics. Develop a framework for scalable-growth
 - Optimize and own CRM tools
 - Write creative copy to increase engagement and revenue
 - Develop + execute SEO strategy
 - Create drip campaigns through Hubspot or other CRMs
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experience

- 3+ years of experience in digital marketing, and creating and leading email and paid campaigns
- Demonstrated success in , customer acquisition and engagement marketing
- Previous work with SaaS B2B platforms and/or early stage start-ups
- Deep understanding of email, paid and organic acquisition and engagement techniques including in social and search channels
- Understanding of the mechanics of SEO and ability to develop long term SEO strategies for paid and organic visibility
- Experience with user segmentation and behavioral strategy
- Extremely organized, great attention to detail, and highly motivated

language & tools:

- HTML
- Experience with Hubspot is a must
- Other email marketing tools including streak, mailjet, etc.
- Experience in social campaigns including effectively using hashtags, targeting and
- Site Analytics: Google Data Studio
- Graphic Design : Figma & Canva
- Tracking and retargeting tools including Google Tag Manager
- Basic knowledge of Wordpress

brownie points:

- Events experience
 - Automation experience
 - Familiarity with Zappier
 - Experience in D&I and recruiting
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benefits & perks:

- The ability to work remotely forever
- Fully covered health, dental and vision insurance
- Computer Stipend
- Vacation
- Paid Sick Time
- End of year "Recharge" time off
- Joining not just a team, but a squad of like minded teammates who are committed to solving tough problems
- We actively seek a diverse pool of applicants from or who have worked closely with historically marginalized groups, including but not limited to people with disabilities, people of color, LGBTQ people, first- or second-generation immigrants, and people from low-income families.

