

# Digital Growth Strategist

## A career opportunity at MADE Agency

MADE is looking for a Digital Growth Strategist, with proven experience in building successful businesses online, and driving acquisition, activation, retention and reactivation of users or customers.

The ideal candidate has 5+ years of relevant work experience in a web analytics focused role for digital marketing or similar. Coming from a tech startup is an advantage.

### You are able to...

- Develop and implement marketing strategies and KPIs aligned with business targets.
- Create reports that communicate progress towards KPIs
- Use marketing techniques to acquire customers and create measurement plans and drive testing.
- Extract data sets from multiple marketing/ database platforms and perform hygiene and quality control steps.
- Develop A/ B testing techniques
- Analyse data and users' feedback.
- Focus on user-centricity.
- Develop digital campaigns to increase web traffic.
- Measure, manage and analyse marketing performance data to maximise effectiveness and optimize return on investment.
- Set up the infrastructure to track and report on the performance and implement optimisations.
- Prioritise and optimise growth channels and scale and automate growth processes.
- Research market to identify new opportunities and forecast market trends.
- Plan, implement and track CRM communications.

### You have experience with...

- UI / UX testing.
- Identifying audience personas & mapping user journeys.
- PPC Platforms like Facebook Business Manager & Google Ads
- Google Analytics, Google Optimize & Google Tag Manager
- Web analytic tools, media analytics, customer databases, social listening tools, search tools, syndicated data, research & survey tools, etc.
- Data infrastructure tools such as Segment.

- Data visualization tools.
- Excel functions: pivots, advanced formulas/ macros, multi-spreadsheet links.
- Keynote or PowerPoint.
- Analytic techniques such as: time series data analysis, segmentation, univariate & multivariate statistical analysis, various metrics and key performance indicators, research & test design, significance testing, variance and growth calculations, forecasting, return on investment.
- HTML & CSS knowledge is a plus but not a must.

## **The right person is...**

- Great with clients and accountable for the work.
- Pro-active and an organised multitasker.
- A good communicator who can make complex things simple.
- A natural leader, and collaborative team player.
- Passionate about solving business challenges.
- Inventive and always looking for new ways to solve problems.
- Both a big picture and tactical thinker.

## **About Us**

We're committed to transformation and will be giving preference to EE candidates.

At MADE we work with a range of clients, from big established players to those just beginning their journey.

We're a young, growing business with Strategy at the helm.

You will form part of a diverse Strategy team - who work closely with clients and creatives to solve a range of business challenges.

## **How To Apply**

If you're reading this and think you're the next addition to our ambitious team, we cannot wait to meet you!

Send your CV and any relevant information supported by a letter of motivation to [careers@made.co.za](mailto:careers@made.co.za) and we'll get right back to you.