

# Growth Marketing Manager.

As a Growth Marketing Manager at Ciara you will be responsible to promote Ciara in a meaningful way to attract new and retain existing customers. Build and optimize targeted online and field campaigns to maximise Ciara's demand generation pipeline and conversion results.

## YOUR OPPORTUNITIES.

- ✓ Use owned and paid channels to grow awareness, familiarity, and demand for the Ciara brand.
- ✓ Work alongside our Content, Sales, & Product teams to grow our sign-ups.
- ✓ Leverage marketing automation to reach the right people at the right time to increase audience engagement and conversion rates.
- ✓ Stay on top of conversions, open rates, click rates, and opt-outs.
- ✓ Establish closed-loop analytics with sales to understand how our marketing activity turns into customers, and continually refine our process to convert customers.
- ✓ Discover new marketing opportunities by performing market analysis.

## ABOUT YOU.

- ✓ You are fluent in business English and have a strong passion for software and marketing.
- ✓ You have a relevant BA/BS degree.
- ✓ Some past experience in marketing.
- ✓ Experience with HubSpot, LinkedIn Campaign Manager, and Google Ads is a plus.
- ✓ You have a proactive and independent work attitude and solid prioritization skills.
- ✓ You are an excellent communicator and creative thinker, with an ability to use data to inform all decisions.

## WHY CIARA?

- ✓ We foster a culture of fast progress, open communication, and personal advancement. You'll learn what it takes to build a young company and get your own ideas to work.
- ✓ We work and celebrate as one strong team and support you to reach your goals. Individual learning is important to us and we'll help you make huge steps forward in a short time.
- ✓ We pay a competitive salary and provide you with all the personal freedom you need to get your job done your way.

Does this match your expertise, experience, and aspirations?  
Apply here - no cover letter necessary.

Apply now!