

# User acquisition and engagement manager

To apply, email [jobs@blackbullion.com](mailto:jobs@blackbullion.com)

## THE ROLE

You will be an early member of the marketing team and as the first dedicated user acquisition and engagement you will have a defining role in creating our user acquisition funnels and building up our community. This role will require someone who can think strategically, but is not afraid to roll up their sleeves and execute their ideas. You will be responsible for your own budget, managing costs and making sure our ROI is track.

## **RESPONSIBILITIES**

### Acquisition

- Plan and execute user acquisition campaigns
- Identify the highest impact testing opportunities, prioritise, execute, track results and communicate to customer success and marketing teams.
- Work closely with marketing and our clients to help them optimise marketing campaigns
- Seek relevant partnerships to drive campaign performance
- Budget forecasting and reporting of results

### Data

- Oversee and optimize onboarding, and trigger, email campaigns
- Build acquisition funnels and optimise for CPA
- Create acquisition and engagement reports
- Investigate data sets to help with strategic planning and engagement

### Engagement

- Build & run referral programs
- Run product testing groups and provide user insights to the product team
- Identify user cohorts and optimise acquisition to attract more quality users

## **ABOUT YOU**

- You have the ability to compile data, analyse and make decisions based on datasets (Mixpanel, GA, Mailchimp, SQL, Advanced Excel)
- You are happy to execute just as much as plan and analyse.
- You have 2+ years of experience in planning, executing, and optimizing campaigns for paid social and digital marketing.
- You have a proven track record of producing growth through data-driven, ROI-focused techniques.
- You have a strong understanding of fundamental business concepts, marketing metrics, and web tracking principles.
- Previous startup experience in a similar growth/acquisition role preferred.
- Degree in maths, science, or engineering, or proven track record in a quantitative/problem solving environment (or equivalent training and experience) will be preferred.

## **ABOUT BLACKBULLION**

Blackbullion is an edtech innovator on a mission to make the world money smarter. Our SaaS solution (web-based) provides financial education to almost 500,000 University students in the UK and we are already generating revenue. We work with over 20 universities in the UK, several in Australia, and are just about to launch our product in New Zealand.

We have just completed a seed round and are now growing the product team. This will be an exciting journey to take the product from the education solution it is today, to a full-on SaaS service for universities who want to improve students' financial wellbeing and retention.

We currently deliver learning content on financial education but we believe our future is in personalised learning through data modelling, categorization of spending behavior and easing the pain of student services personnel by automating the convoluted process of Bursaries and Hardship Funds.

You will be integral to the growth and success of our learning platform.

We've been recently listed by GES Awards as one of the top 20 most promising European startups, and reached the finals of the Financial Innovation Awards.

We are a diverse team of passionate people who believe that world will be a better place if everyone knows how to deal with their own money.

## INTERVIEW PROCESS

The interview process @ Blackbullion is pretty straightforward and informal.

We start by inviting candidates in for an initial chat (or a video/phone call for remote candidates) to understand their experience.

If we think your experience matches what we are looking for we will send you a small task which we wouldn't expect to take more than a few hours.

We will then follow up with a final interview to talk through the test.

For those candidates that we think are suitable for the role we also invite them in for one of our team breakfasts to understand if they are a good cultural fit. These breakfasts are a weekly feature at Blackbullion so you also get a feel for what we are like as a team too.