Feb 2020

Growth Marketer

Data heavy role | Growth experiments | Email flows | Iframes | Landing pages

If you are a data-driven marketer, or developer, who finds a good challenge in experimenting and finding innovative ways to drive user acquisition, retain them, and ultimately turn them into brand champions - then we want to speak to you.

Over the last 4 years we've built partnerships with over 30 universities in the UK, Australia and New Zealand which means over 700,000 students globally can access our platform through partner universities. **As a growth and user engagement manager you'll have an exciting opportunity to help grow our community of users, and make sure they have the best experience they can have on the platform.**

Responsibilities

This role will sit between marketing and product teams and will require a scientific mind to design tests and run growth projects. From building iframes to embed onto university websites and looking at power-user data, to coding email templates and improving engagement - you won't get bored!

Data
- Oversee and optimize onboarding, and various email automations
- Build acquisition funnels and optimise for CPA (this is NOT about paid social/adwords... more about growth experiments, landing pages, iframes etc..)
- Create acquisition and engagement reports
- Investigate data sets to help with strategic planning and engagement

Engagement
- Build & run referral programs
- Identify user cohorts and optimise acquisition to attract more quality users

Acquisition
- Run acquisition tests
- Identify the highest impact testing opportunities, prioritise, execute, track results and communicate back.
- Work closely with product team, and our clients to help them optimise marketing campaigns
- Seek relevant partnerships to drive campaign performance
- Budget forecasting and reporting of results

Skills

The ideal candidate would have previous experience with student acquisition and won't be afraid to do things they've never done before. You'll have full ownership over the growth-focused campaigns which means some technical skills are required, especially HTML, CSS, Javascript as well as building email templates and campaigns (Sendgrid/Mixpanel/Mailchimp). The role will require you to be fluent in reading and interpreting data (we mostly use mixpanel and GA).

- You have good skills in HTML, CSS, Javascript
- 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
- Degree in maths, science, or engineering, or proven track record in a quantitative/problem solving environment (or equivalent training and experience) will be preferred.

Package

Flexible working | 25 days Holiday | Get your birthday off | awesome team | market rates salary | Cycle-to-work scheme | Education budget | Fruity Fridays | wework office location

About Blackbullion

Blackbullion was founded with a single purpose - to help young people develop their financial skills for life.

Fast becoming the financial and education solutions startup for leading universities, Blackbullion can currently be accessed by over 700,000 students, through partners including King's College London, the University of Edinburgh, and the University of South Australia. A champion of tech for good, the platform is actively integrated into university student retention strategies, with a focus on widening participation students including: first-in-family, care leavers, single parents and students with disabilities.

The education platform blends cutting edge technology and competency-led pedagogy to deliver 3-4 minutes shots of learning, using multimedia content. Our curriculum is designed to raise understanding of personal finance subjects such as budgeting, debt, investments, savings, financial risks, taxes, and university funding.

The Funding Tool simplifies various workflow processes, freeing up university staff to support students more proactively and improve the overall student experience. Blackbullion is also helping improve retention, minimising uncertainty and removing barriers for students experiencing financial hardship.

Our ultimate mission is to empower young people by building a financial ecosystem built on a foundation of financial knowledge. Whenever a young person encounters a financial decision we aim to be the go-to provider of financial education to guide them.

Our awards: