GROWTH HACKER

THNK has a grand mission: to develop and support creative leaders around the world with the purpose to resolve large societal challenges. THNK wants to scale its impact 100-fold by engaging one million people across the world in a learning journey by 2023. We cannot do this without an ambitious, analytical growth hacker.

ROLE PROFILE

Your main responsibility is data-driven marketing based on rapid experimentation, leveraging a combination of behavioral psychology, creative marketing, automation, and data-testing. You set growth priorities, identify channels for customer acquisition, test innovative growth strategies, measure success, and scale growth. You will do whatever it takes to get us to the next level – implementing marketing strategies such as advertising campaigns, SEO, email, data and traffic analysis, and product design such as adding a feature or improving customer experience.

KEY RESPONSIBILITIES

- Manage conversion rate optimization across all marketing channels
- Continuously analyze and optimize performance of all online marketing campaigns
- Develop new and creative ways to drive traffic and generate leads
- Provide actionable KPIs, insights, and strategies to drive digital growth
- Test, test, test. Let us know what’s working and not working
- Report to the Head of Engagement and work closely with the Content Marketing Manager and Web Developer to deliver online campaigns across all of THNK’s marketing platforms (display ads, social media, email, website)
- Support the team with thought leadership, including webinar production, SEO optimization, and creative strategy

WHO WE ARE LOOKING FOR

- Data-driven professional with a clear understanding of data, analytics, metrics, and statistics
- Relentless in pursuit of growth, coming up with solutions with limited resources
- Experienced with A/B testing and data analytics
- Experience managing online campaigns incorporating a range of inbound marketing techniques
- Experience developing, executing, and analyzing online ads across platforms (primarily social media and display ads)
- Fluent with a range of growth hacking tools, including HubSpot, Salesforce, WordPress, and MailChimp
- Excellent communicator in English (verbal and written)
- Editing and writing skills (preferable)
Passionate about people and the planet, motivated by THNK’s mission to support global leaders to develop solutions to the world’s most pressing challenges

If this sounds like you, please email hr@thnk.org with your resume and a short cover letter in PDF format. Kindly note that applicants must have the right to work in the EU prior to applying for the position.

Deadline for the application: 10 February 2020
Start date: Immediately

We are proud of the diversity at THNK and continually seek diverse perspectives to enrich our team. We’re committed to being an equal opportunity employer and encourage everyone to apply!