

GROWTH MARKETER

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 marketer.

ROLE PROFILE

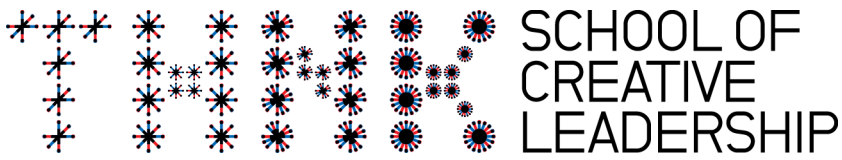
Your main responsibility is data-driven growth strategies based on rapid experimentation, leveraging a combination of behavioral psychology, creative marketing, automation, and data-testing. You set growth priorities, identify channels for customer acquisition, test innovative growth strategies, measure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

KEY RESPONSIBILITIES

- Report to the Head of Engagement and work closely with the Content Marketing Manager, in-house Designer, and Web Developer to design and run digital campaigns across all of THNK's marketing platforms (paid ads on social media, AdWords, email campaigns)
- Create effective strategies to identify and target emerging market segments
- Optimize product and landing pages to maximize conversion
- Design, execute and analyze growth hacking experiments to learn about best performing acquisition channels or nurture strategies
- Set up actionable KPIs from marketing insights, and use these to formulate the online strategy to drive growth of our programs
- Test, test, test. Let us know what's working and what's not, and let's learn from it
- Regularly share insights with the management team and riff with colleagues to feed program design and drive growth
- Report on acquisition and revenue performance after each program

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 (creative) 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 digital campaigns across platforms (primarily social media and display ads)



- Fluent with a range of growth marketing tools, including HubSpot, Google Analytics, Google Ads, LinkedIn Ad Manager, Facebook Business Manager
- Fluent with Excel and with setting up internal dashboards
- Excellent communicator in English (verbal and written).
- Someone who can turn analytics into insights to engage teams across the organization
- 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. An assessment is part of the selection process. Kindly note that applicants must have the right to work in the EU prior to applying for the position.

Start date: February 2021

Application deadline: 3 January 2021.

Please note that selected candidates will be contacted after the application deadline.

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!