

## **Director of Growth Marketing (consumer company)**

### Qualifications

- 6+ years of experience in a growth function at a Series A-F startup
- BA required; MBA or other advanced degree strongly preferred
- Proven track record of coaching junior contributors to high performance at a startup
- Data driven: you utilize data to help shape the future of the organization

### Role Requirements

- Generate acquisition of new clients for Landis with high growth metrics
- Calculate CAC and conversion rates per channel and take relevant actions on insights gained
- Build the growth function and team at the company
- Implement workflow/automation to reduce administrative tasks for the sales team
- Partner closely with founders to set growth metrics and steer the company
- Generate quantitative analytics and qualitative insights on how to improve the business