



**POSITION:** HEAD OF GROWTH

**LOCATION:** IN-HOUSE IN VENICE, CA

**ABOUT US:**

GEM is seeking a Head of Growth to join our community obsessed team. GEM (dailygem.co) is an algae-based science company revolutionizing daily nourishment with thoughtfully designed products. We're building a brand committed to simplifying daily health habits with clean, real products starting with the first-ever whole food vitamin.

Since our launch in October 2018, our community has grown to thousands of people across the United States who believe in nourishing differently. We're seeking a person who is excited about our mission and wants to help our team build a movement around accessible nutrition and sustainability.

This role will report into the Leadership Team and is based in Los Angeles. As a company that values inclusion, GEM seeks individuals of all backgrounds and experiences to apply for this position.

**WHAT YOU'LL DO:**

- Create, communicate, and execute a compelling growth strategy to maximize profitable user growth and ROI while targeting both online and offline growth channels, with specific expertise in direct-to-consumer marketing
- Expand our marketing mix into new channels online and offline to drive awareness and to unlock new audiences increasing the reach and scale of our acquisition efforts
- Lead brand performance and awareness collaborating cross-functionally to implement marketing activations including email, social, referral, web, affiliate, and print
- Help define marketing strategies and retention tactics that push the boundaries in how we think about scaling our subscription base
- Review and analyze performance data and assess new growth opportunities as they arise vis-a-vis our long term goals and performance criteria

**WHO YOU ARE:**

- You are curious and constantly learning new skills
- You don't settle for the status quo and push to find better, more efficient ways to get things done
- You are a powerful storyteller with strong verbal and written communication skills
- You thrive in addressing friction points in a brand's communication strategy and know how to strategically apply a performance marketing roadmap to solve real problems in a fast-paced environment

**SKILLS & REQUIREMENTS:**

- Education: Bachelor's and/or Master's degree. Equivalent work experience also accepted.
- Experience: 5+ years of experience in a role where you've made data-driven decisions and comfortably managed uncertainty and risk. Prior consumer marketing or startup experience is a plus!
- Skills: Must have a strong technical skill set in channel performance marketing (i.e. direct response online paid acquisition; attribution modeling; funnel optimization; SEO; etc.). Highly proficient in Excel with comfort performing data analysis and visualization.

**TO APPLY:**

To apply, please send your LinkedIn or resume and a one-paragraph email describing why you're the best person for the job to [sara@dailygem.co](mailto:sara@dailygem.co).