



SENIOR ACQUISITION MARKETING MANAGER

Our Story

DripDrop wasn't invented by a beverage company --- or a pharmaceutical company. Or any company for that matter. It was invented on a relief mission by a doctor treating life-threatening cases of dehydration. When he saw how quickly patients recovered, without the use of an IV, he thought...why shouldn't everyone have this?

The Product

When you're dehydrated, water and sports drinks aren't enough. Every stick of DripDrop is meticulously formulated for fast absorption of water and a medically relevant level of electrolytes, making recovery as effective as an IV.

Our Mission

The entire team at Drip Drop Hydration is committed to our mission to defeat life-threatening dehydration. We care about results and believe strongly that our mission will have lasting impact on people's lives.

We value people who exude – **initiative** (small team, big results), **passion** (we are on a mission to defeat dehydration) and believe in **keeping score** (test, learn, grow).

What You Will Do

As Senior Acquisition Marketing Manager you will lead performance marketing across all channels (Facebook, social, Adwords, display advertising, offline) and you will own the customer acquisition part of the marketing funnel.

You will find, refine and build our target audiences. Invest to see how we can scale with those audiences. Use creative (visual and copy) to drive the highest engagement & acquisition. Develop a marketing fly wheel that scales performing audiences and creative while continuing to develop new audiences through a “champion”/“challenger” model. The successful candidate will have expert knowledge in all-things-digital marketing, is driven by impacting the world in a positive way with entrepreneurial spirit, and has a flexible attitude.

Responsibilities

Lead exploration, definition, testing, and optimization of new target segments.

Build and scale digital campaigns spanning multiple channels and objectives to refine our target segments, the funnel, and content strategy.

Scale new and existing marketing channels with strict adherence to metrics and KPI's: you're an expert with Facebook, Adwords, and other performance marketing channels and live and breathe CPAs, CPCs, and CVRs

Help to build and execute brand-driven campaigns to introduce DripDrop to prospective consumers online

Measure performance, create optimization plans, and build frameworks to fuel the growth of our business through various channels

Ideate and build out A/B testing initiatives with internal teams and agencies both on-site and off-site (overseeing creative, copy, landing pages, etc)

Build go-to-market media strategies to support a customer's journey to the first purchase, and create awareness within new customer sets

Manage and own relationships with external vendors, contractors, and agency partners

Qualifications:

You have 2-3 years leading a marketing acquisition team or working in a marketing role for a brand or agency. Experience working with a b-corp/benefit corporation, start-up or ecommerce experience is a major plus.

You've previously worked to plan and execute ad budgets with proven ROAS that grows over time

You are equal parts analytical and creative: you have lots of ideas, but know how to make them happen, and measure the impact to deem them successful

You are a performance marketing guru, with expertise in Google Analytics and Microsoft Excel You are organized, have excellent communication and PM skills, and are a natural self-starter.

You have awareness and an aptitude for what is happening in the world. Empathy, understanding and the drive to help

Proven ability to interpret data, creating actionable insights from data and owning detailed reports

Contact: debbie@dripdropors.com

Debbie Kristofferson, Vice President of Marketing