

## **Head of Growth Marketing & CRM**

### **ABOUT US**

Econic One is the e-bike of the future. App enabled, armed with smart security features and extremely versatile, it is a perfect synergy between a genuine riding experience and innovative technology to take you anywhere. Within just 24 months we already made our way to 20+ countries on 2 continents, with offices in the USA, Germany and Bulgaria.

### **IMAGINE THIS**

Together we amplify freedom of movement. We change the way we commute, the way we live in our cities, the way we access nature and we have fun. If this sounds like the kind of thing that gets you out of bed in the morning, then you've found your people. Our crew is composed of bike enthusiasts and green thinkers, creative birds, enthusiastic go-getters and tech geeks, working on diverse and exciting projects.

### **HEAD OF GROWTH MARKETING & CRM**

We're looking for an experienced Head of Growth Marketing & CRM to join our team and lead all aspects of our d2c marketing effort. You'll be responsible for designing and implementing a global, data-driven, full-funnel marketing strategy, maximizing customer acquisition, conversion and retention. You'll build and develop a world-class growth marketing team, including performance marketing specialists, web developers and crm specialists, reporting to you.

#### **Main responsibilities:**

- Develop and execute a strategic growth marketing plan and roadmap, which encompasses all stages of the growth funnel, from acquisition to referral;
- Identify and drive new game-changing performance marketing, site experience and CRM opportunities to scale the business and improve demand generation;
- Own and manage the performance marketing budgets, forecasting, and delivering on monthly goals of spend, CPA, ROAS, Retention, and LTV;
- Define audiences and market segments to A/B test and engage using data-driven insights and create differentiated offerings;
- Build a systematic approach to performance marketing and develop core KPIs for each marketing channel;
- Monitor, analyze & report data on all our digital marketing channels with metrics that identify trends and draw key recommendations around optimization including email, social, search, and paid media;
- Track & guide conversion rate optimization, landing page strategy, and conduct ad audits to ensure best practices are being used;
- Develop and drive CRM strategy, improving client engagement and increasing LTV;
- Provide analytic reports with recommendations specific to driving and optimizing traffic, behavior, campaign response, keyword research/analysis, SEO, and SEM opportunity;
- Partner with cross-functional teams (product, brand) to develop advertising assets, landing pages, website functionalities, emails, and reporting needed to manage programs and campaigns;
- Hire, manage, and develop a team of driven, highly engaged individuals to manage marketing channels;
- Translate customer and product feedback into marketing campaigns and provide input for product development.

**Requirements:**

- You have a strong affinity for cycling. Whether it's for commuting, recreation or sport, you spend hours in the saddle and you love bikes;
- You are comfortable with a dynamic and fast-paced culture. You experiment with action, you build it up, try it out, tear it apart and start again;
- You help your people flourish. You create an inspiring and rewarding working environment for your team;
- 7+ years of growth experience in an e-commerce organization with a deep focus on performance-based growth marketing.
- Experience working across the full DTC marketing funnel (customer acquisition, conversion, engagement, referral). Deep understanding of data and analytics. Proven track record of optimizing CAC and LTV.
- Knowledge and understanding of e-commerce platforms like Shopify (preferred), Magento, BigCommerce or similar. Knowledge and understanding of CRM platforms like HubSpot (preferred), Salesforce or similar.
- Excellent command of English
- Experience in building, developing, and leading a successful growth team
- Strong track record of effective collaboration with creative/brand marketing and product teams

**What we offer:**

- A global marketing leadership role and the chance to contribute to the e-Bike revolution.
- A work-from-anywhere culture (as long as you're in CET+/-2hrs time zone), or a desk in our Sofia office if you prefer.
- A culture where experimentation and brave ideas are treasured.
- Making a real difference in the start-up scene, working in a team of forward-thinking colleagues
- Competitive package

**How to apply:**

We are looking forward to receiving your CV and covering letter by email at [marketing@econicone.com](mailto:marketing@econicone.com) - please include [HEAD OF GROWTH MARKETING] in the subject line.

Thank you and ride safely.