

MINDJOURNAL

Senior Marketing Manager | Remote | Full-time | 3 Month Fixed Term Contract

The role

We are looking to hire a highly driven Senior Marketing Manager to help grow MindJournal into a leading brand in men's health. Working alongside the wider marketing team, you will craft, implement and manage the strategy of all digital marketing campaigns with a data-driven mindset that constantly drives sustainable growth.

Description

Since launching in 2016, MindJournal has grown to be a leader in the men's health and wellbeing space. We're on a mission to improve men's health and happiness all through the power of journaling.

Responsibilities

- Audit, analyse and report on existing marketing strategy across paid social, email and organic
- Develop the strategy for short, medium and long-term growth
- Create and manage all customer acquisition and retention campaigns
- Manage all paid social campaigns on Facebook and Instagram on a day-to-day basis to ensure maximised ROI
- Optimise all campaigns based on learnings from multiple A/B tests across creatives, targets and other strategies
- Expand attribution, tracking and analytics modelling to provide deeper insights and daily, weekly and monthly reporting
- Coordinate and report on marketing strategies and what content and creative is driving positive performance with internal and external teams
- Work with the wider marketing team to improve acquisition strategy and help identify new opportunities for growth
- Create and manage the email marketing strategy and segmentation/flow building within Klaviyo
- Website CRO strategy and implementation working with UX designers and developers

Requirements

- 5+ years experience in digital marketing and ecommerce
- Knowledge and understanding of direct to consumer metrics such as CPA, ROAS, LTV
- High level of experience managing paid social campaigns at scale
- Must have extensive experience of operating performance channels yourself with high levels of spend
- Deep understanding of global markets
- Strong awareness and knowledge of digital marketing industry best practice & trends
- Strong analytical skills with a numbers and results focus
- Able to take a data-driven approach, building comprehensive reports and attribution models
- Ambitious, with a growth mindset and entrepreneurial spirit that thrives in a fast-paced and growing business
- A digital-first mindset with a strong understanding of content and creative marketing
- A commercially minded and innovative, creative thinker
- Attention to detail, with immaculate spelling and grammar skills
- Exceptional communication skills
- Be self-motivated and organised with a positive attitude
- Exhibit passion and excitement about your work and have a problem-solving attitude
- Energetic and able to work to tight deadlines and demands whilst exceeding expectations
- Agile, adaptable and at ease with the unpredictable

Benefits

- 3 month fixed term contract
- Competitive salary/rate
- Full-time role
- Remote working
- A small and dedicated team
- Start ASAP

Apply

If you're looking for an exciting opportunity to join a fast-growing brand, we'd love to hear from you. Please email your CV, portfolio and a short cover letter/email to jobs@mindjournals.com.