



**Job Title: Digital Campaigns Manager**

Department: Marketing

Reports To: VP of Marketing

**Position Summary:**

Gravy is looking for a self-motivated Digital Campaigns Manager to join our marketing team and lead our digital growth efforts.

You should have a strong grasp of modern marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution. The Digital Campaigns Manager will work with Gravy's marketing team and vendors to launch campaigns on time, on budget and on target of customer acquisition goals.

**Sample Responsibilities:**

- Plan and execute all digital marketing for Gravy, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain Gravy's social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies for Gravy
- Plan, execute and measure experiments and conversion tests
- Collaborate with Brand Manager to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption

**Qualifications & Requirements:**

- Proven working experience in digital marketing
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Experience working with Content Management Systems or Email Marketing Systems
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Solid knowledge of website analytics tools (e.g., Google Analytics)
- Working knowledge of ad serving tools



- Experience creating video content & sharing on platforms like YouTube, Vimeo or Facebook Live
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Outstanding organizational skills and the ability to manage multiple project deadlines
- Quick learner and tech savvy
- Self-starter with good time management and organizational skills
- A team-player with a willingness to win together

**About Gravy:**

Gravy is the leading customer retention and failed payment recovery service for businesses with recurring payments. We believe in the human touch as a way to make better customer experiences happen. We're on a mission to create an affordable, more efficient way for businesses to engage and manage failed payments AND bring the human element back to the cold world of automated, digital communication.