



MARKETING CAMPAIGNS MANAGER JOB PROFILE

Mission

To unleash the power of people in small business

Vision

We will return \$1 billion back to small businesses

Department: Marketing

Reports To: VP of Marketing

Position Summary

Gravy is looking for a self-motivated hacker to join our marketing team and help lead our 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 Marketing 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

- Lead digital marketing efforts for Gravy
- Create and manage nurture campaigns for Gravy using Hubspot
- Identify and execute successful branded and supported events (online & offline)
- Develop and lead monthly webinar series
- Recruit, brief and manage contract or freelance staff to work on campaigns
- Oversee planning & promotion of Gravy podcast & work with Multimedia team on recordings
- Measure and report performance of marketing campaigns and track CAC to LTV with Salesforce
- Identify trends and insights, and optimize spend and performance based on insights
- Collaborate with Brand Manager and Content Manager to create landing pages as needed
- Evaluate emerging technologies and provide thought leadership for adoption
- Did we mention test...test...test?! (this should be fun!)



Qualifications & Requirements

- Proven working experience in digital marketing
- Experience working with Content Management Systems or Email Marketing Systems like Hubspot, Mailchimp, Active Campaign or Infusionsoft
- 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

Benefits

- Employees are eligible for medical benefits starting on the 1st of the month following a 30-day waiting period
- 15 days PTO
- \$1000 education stipend to learn and grow
- Flexible work environment
- Annual company retreats
- Quarterly reviews

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.