

GROWTH MARKETING MANAGER

You will be one of the first employees and will own the growth marketing function.

This is a VC backed, newly formed, team led by experienced Founders with a deep understanding of the ageing space, consumer technology and lean startup methodologies. You will be reporting directly to the Founders, and together we will solve social isolation and loneliness experienced by over-60s, through fostering lifelong learning and social connection.

We're an early stage startup, currently with 7 people. You'll get early stage startup autonomy and flexibility.

We need to significantly grow the number of engaged users and convert them to paying customers. If we didn't do this the business would fail to grow and we would struggle to raise the follow-on capital needed to solve such a large systemic world problem. This is an opportunity to think about the whole of the customer journey and make an impact across acquisition, activation, and retention of users.

Your job would be to substantially grow the active customer base through test and learn methodologies across paid and unpaid marketing channels, whilst lowering our overall CPA.

To achieve this, you'll:

- Come up with ideas for growth strategies (online and offline) and implement them following a test and learn approach, taking insight from large brands and scale-ups servicing the over-60 demographic (~80% of your time)
- Create reports and analyse data to understand what works best and what we can do better (~10% of your time)
- Work collaboratively in other areas such as branding, product development and customer discovery to further Mirthy's mission (~10% of your time)

THE COMPANY

We are here to indulge your curiosity, connect you to like-minded people, entertain and empower you once you are no longer in full time work.

We offer more than 50 live events every month online, covering a variety of activities and interests such as pilates, yoga, musical concerts, cooking demonstrations, dancing and craft workshops, educational lectures, and many more to come.

The number of people aged over 60 will rise sharply over the next 30 years. This demographic consists of a generation of people with considerable time and spending power. Referred to as the 'young-old', they are internet savvy and ready to embrace new technologies.

We're on a mission to build a community of millions of 'young-old', where they can share, learn from and grow with each other.

Launched in 2020, with a growing community of 30,000 strong, we're a diverse team of seven spread across London and the Southwest. We've been part of several prestigious accelerator programmes, received over \$1m in funding from Venture Capital funds, and won six figure prize money through competitions from notable public sector bodies.

You can learn more about Mirthy on our [website](#)

Read more about our brand from one of our VC investors [here](#)

Have a look at some industry press [here](#)

REQUIREMENTS

What we're hoping to see highlighted on your CV and application:

Essential:

- You are an experienced growth marketer within the consumer space
- You have experience managing paid advertising (Facebook, Google, YouTube etc.)
- You are obsessed with user feedback and data to shape testing across channels
- You have good knowledge of site analytics tools (Google Analytics)
- You are entrepreneurial and looking to join a small, early-stage, team and drive strategy and decision making - you thrive in uncertainty
- You enjoy a high sense of ownership and autonomy

Desirable:

- You have multi-channel experience across online and offline
- You have experience growing early-stage companies to post Series A in the consumer space

To be a great fit at Mirthy, we look for individuals who share **OUR VALUES**:

1. **Caring and empathetic.** We are all equals, and care about our community, our team, and those around us
2. **Curious.** We will always strive to do better, to learn and to ask questions
3. **Community Driven.** We want to harbour friendships and create new connections
4. **Positive and aspirational.** We look for the best in every situation
5. **Innovative.** We believe in consistently improving, trying new things, and testing what works
6. **Inclusive.** We are open to everyone, from all walks of life

BENEFITS

We're committed to making Mirthy a fantastic place to work, and we will go to great lengths to give you what you need to succeed. You'll receive:

- A competitive salary
- A meaningful equity allocation
- 25 days holiday, plus bank holidays, and as a bonus, your birthday off too!
- Pension with NEST (employer contribution 3% of base salary)
- A remote role with flexible working hours (access to a London base for all hands meetings every 2-4 weeks with travel expenses paid)
- Access to co-working space through Hubble Day Pass (access to 300+ spaces)
- A learning and development budget
- Laptop & full set-up at home
- Quarterly team socials, all expenses paid

OTHER INFORMATION

The interview process will involve:

- Simple profile matching from us - assessing your application against the role
- A two-way conversation where we both can find out a bit more about each other
- Do at home task where you give a bit of an insight into how you would approach your responsibilities in this role

This process should take around 2-4 weeks, depending on diaries. Deadline for applications is 17th October 2021. To apply contact alex@mirthy.co.uk with your cover letter and CV.

We're proud to be an equal opportunity employer and we value diversity at Mirthy. We don't discriminate on the basis of race, religion, colour, national origin, gender, sexual orientation, age, marital status, or disability status.