Growth Product Manager Marketing & Conversion fully

Description

The Role We are seeking an experienced and passionate Growth Product Manager Marketing & Conversion to drive conversion rate optimization strategies. Reporting directly to one of our founders you will be responsible to continuously identify, prioritize, execute, measure and iterate growth initiatives that drive revenue for the business. Working with your own engineering team as well as cross-functional data analytics, UX/UI and marketing teams you will provide actionable insights through data analytics. The ideal candidate should be an independent, collaborative, solution-oriented performer, skilled and experienced with using data to drive growth and easily quantifiable business outcomes.   Your Course – and what we expect from you You will build and own the experimentation roadmap for all user acquisition and onboarding funnels by creating hypotheses and prioritizing initiatives for optimizing conversion rates. This primarily includes: Taking a customer-centric view to understand and prioritize needs and pain points Continuously using data, customer research and tools to understand consumer behavior within the mobile and desktop experience, ranging from funnel analysis to product interaction Generating and prioritizing hypotheses, running tests and identify winning techniques Leveraging your technical acumen to create an environment allowing for fast paced A/B testing at scale Leading an empowered engineering team and collaborating cross-functionally to develop and implement growth initiatives with the biggest impact Driving execution, making trade-offs, anticipating staffing needs, risks, and ensuring frequent and clear communication Your Equipment > 5 yearsâ?? experience in a growth product management and/or conversion rate optimization role within a fast-paced growth environment. To excel in this role, you must have: Deep understanding of customer needs and the ability derive conversion rate optimization initiatives from user feedback Experience in conversion rate optimization in a B2C environment A marketing mindset A Genuine curiosity to experiment and measure The ability to identify and reduce friction in the user funnel A feeling for which initiatives will drive the most significant business impact A willingness to question assumptions and challenge the status quo Strong analytical skills, data-driven and methodical Excellent communication skills A "get it done" mindset. A deep commitment and responsibility to move the growth needle Required Experience and Skills: Experience in communicating with engineers Experience in analytics/ reporting and data-driven decision-making Strong knowledge of A/B testing and tools (Google Optimize, Optimizely etc.) Experience with Google Analytics and Excel to synthesize large data sets, identify opportunities, monitor performance, and report on progress. Familiarity with design tools (figma) and user research tools (Hotjar etc.) Ability to break large projects into manageable pieces, prioritizing according to business value. Experience working with paid media channels and monetization is a plus And by the way: You don't have to live in the Hamburg area. Our teams work fully remote and so will you. But of course you are always welcome to visit us in the beautiful city of Hamburg.   What you can expect on board: Besides a meaningful daily challenge, the following awaits you when joining JobLeads: An international and diverse team of currently 70+ talented, passionate people An amazing team spirit and the passion to improve our product every day Flexible working hours and absolutely no bureaucracy Working from anywhere you like Challenging tasks, fruitful interactions with your colleagues as well as plenty opportunities to bring in your own ideas Budget for conferences, training and more Virtual team lunches, regular team events and most importantly our annual JobLeads Sailing-Week in the Mediterranean. Please mention the word **NEATLY** and tag RNTIuMzguODUuNzE= when applying to show you read the job post completely (#RNTIuMzguODUuNzE=). This is a beta feature to avoid

Hiring organization
JobLeads

Job Location
Hamburg, Hamburg, Germany

Base Salary
$ 75000 - $ 110000

Date posted
May 7, 2024

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Job listing via RemoteOK.com