

Lifecycle Marketing Manager Monetization

Description

Grammarly team members in this role must be based in the United States or Canada, and they must be able to collaborate in person 2 weeks per quarter, traveling if necessary to the hub(s) where the team is based. The opportunity Grammarly is the world's leading AI writing assistance company trusted by over 30 million people and 70,000 professional teams every day. From instantly creating a first draft to perfecting every message, Grammarly's product offerings help people at 96% of the Fortune 500 get their point across and get results. Grammarly has been profitable for over a decade because we've stayed true to our values and built an enterprise-grade product that's secure, reliable, and helps people do their best work without selling their data. We're proud to be one of Inc.'s best workplaces, a Glassdoor Best Place to Work, one of TIME's 100 Most Influential Companies, and one of Fast Company's Most Innovative Companies in AI. To achieve our ambitious goals, we're looking for a Lifecycle Marketing Manager to join our lifecycle marketing monetization team. This role will play a significant role in growing the business by enabling key renewal, winback, and retention-focused campaigns and programs, driving process improvement, how we understand performance data, and prioritizing experimentation and program optimization. You'll also lead, execute, and optimize email and in-product marketing programs supporting Grammarly's Lifecycle Marketing strategies. Your impact As a Lifecycle Marketing Manager focused on monetization within the Renewals and Retention stage of the customer journey, you will be a key part of building and optimizing foundational programs to help us increase Net Dollar Retention (NDR) and Customer Lifetime Value (CLTV) through increased renewal rate and return subscriber rate. In this role, you will: Contribute to the strategy and initiatives to deliver impact to key outcomes. Own the day-to-day execution of email, in-app, and push campaigns, including building, scheduling, and testing. Coordinate cross-functional projects and campaigns between marketing, product, engineering, support, and analytics teams. Work across various channels, stakeholders, and projects to build models, analyze data, advise channel managers, and set up experiments. Curate marketing processes and reporting. Establish an operational center of excellence within Lifecycle and be a thought leader. We're looking for someone who Embodies our EAGER values: is ethical, adaptable, gritty, empathetic, and remarkable. Is inspired by our MOVE principles, which are the blueprint for how things get done at Grammarly: move fast and learn faster, obsess about creating customer value, value impact over activity, and embrace healthy disagreement rooted in trust. Is able to collaborate in person 2 weeks per quarter, traveling if necessary to the hub where the team is based. Owns the daily execution of email, in-app, and push campaigns, including building, scheduling, and testing. Use data insights to create high-impact programs with a bias for experimentation. Collaborates cross-functionally with marketing, product, engineering, and analytics teams to unlock new opportunities for large-scale efficiency and productivity. Prioritize, manage multiple projects and deadlines, and execute ruthlessly; demonstrates both short-term and long-term thinking. Collaborates concisely and communicates results and strategic plans with leaders and team members. Pull and analyze data and report on campaigns and experiments. Brings in retention, customer, and/or loyalty marketing at scale for a SaaS (software as a service) company. Support for you, professionally and personally Professional growth: We believe that autonomy and trust are key to empowering our team members to do their best, most innovative work in a way that aligns with their interests, talents, and well-being. We support professional

Hiring organization

Grammarly

Job Location

San Francisco Bay Area, California, United States

Base Salary

\$ 55000 - \$ 92500

Date posted

May 26, 2024

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development and advancement with training, coaching, and regular feedback. A connected team: Grammarly builds a product that helps people connect, and we apply this mindset to our own team. Our remote-first hybrid model enables a highly collaborative culture supported by our EAGER (ethical, adaptable, gritty, empathetic, and remarkable) values. We work to foster belonging among team members in a variety of ways. This includes our employee resource groups, Grammarly Circles, which promote connection among those with shared identities, such as BIPOC and LGBTQIA+ team members, women, and parents. We also celebrate our colleagues and accomplishments with global, local, and team-specific programs. Compensation and benefits Grammarly offers all team members competitive pay along with a benefits package encompassing the following and more: Excellent health care (including a wide range of medical, dental, vision, mental health, and fertility benefits) Disability and life insurance options 401(k) and RRSP matching Paid parental leave Twenty days of paid time off per year, eleven days of paid holidays per year, and unlimited sick days Home office stipends Caregiver and pet care stipends Wellness stipends Admission discounts Learning and development opportunities Grammarly takes a market-based approach to compensation, which means base pay may vary depending on your location. Our US and Canada locations are categorized into compensation zones based on each geographic region's cost of labor index. For more information about our compensation zones and locations where we currently support employment, please refer to this page. If a location of interest is not listed, please speak with a recruiter for additional information. Base pay may vary considerably depending on job-related knowledge, skills, and experience. The expected salary ranges for this position are outlined below by compensation zone and may be modified in the future. United States: Zone 1: \$138,000 - \$169,000/year (USD) Zone 2: \$125,000 - \$152,000 /year (USD) We encourage you to apply At Grammarly, we value our differences, and we encourage all—especially those whose identities are traditionally underrepresented in tech organizations—to apply. We do not discriminate on the basis of race, religion, color, gender expression or identity, sexual orientation, ancestry, national origin, citizenship, age, marital status, veteran status, disability status, political belief, or any other characteristic protected by law. Grammarly is an equal opportunity employer and a participant in the US federal E-Verify program (US). We also abide by the Employment Equity Act (Canada). Please note that EEOC is optional and specific to US-based candidates. #LI-BS1Please mention the word ****NOBLY**** and tag `RMzQuODYuMTYzLjE1Mg==` when applying to show you read the job post completely (`#RMzQuODYuMTYzLjE1Mg==`). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via RemoteOK.com