Growth Engineer

Description

Your Role Zip is hiring our first Growth Engineer to our Marketing team, and weâ??re looking for an experienced professional who can lead Go-to-Market web initiatives that will accelerate our web presence and business growth. As the website lead, you will be responsible for developing and executing strategies to enhance our website's search engine optimization, user experience, conversion rate optimization (CRO) efforts, and overall performance. This person will be responsible for defining and implementing data-driven strategies to improve demand generation across Zipâ??s web properties while collaborating closely with cross-functional teams to implement best practices, track key metrics, and drive continuous improvement. The role calls for a self-starter who is a blend of being a web engineer, growth hacker, and data-driven marketer who is results-focused. You Will Build the strategic vision and direction for the Ziphq.com web experience (UI/UX), including product landing pages, blogs, microsites, forms, and more Own the end-to-end development and implementation roadmap for the website, focusing on developing it as a key acquisition channel through adherence to SEO best practices Conduct regular audits of the website to identify areas for optimization and improvement while partnering with the Ops and Analytics team to build dashboards, A/B testing plans (rapid conversion rate optimization), report on success, and identify areas of opportunity Partner closely with content marketing and SEO experts (optimizing for Google Web Vitals) to improve organic traffic and rankings for business content Audit and maintain site pixels (GTM and others) and tagging/tracking infrastructure (Segment.io, etc.) to ensure the site performs at an efficient speed and to ensure our analytics and business intelligence teams can monitor performance Act as the liaison for Corporate and Product Marketing teams to ensure the website is solving for both business prospects and existing clients/partners and reflecting the latest features on our platform Strategize and develop custom landing pages for paid marketing campaigns, ensuring alignment with channel-specific strategies to optimize conversion rates and enhance campaign effectiveness Design and build scalable frontend applications and components Project manage across cross-functional internal and external teams to ensure seamless operation and continual enhancement of the website including design, creative ops, engineering, martech and analytics teams as well as managing timelines, deliverables and communications to meet the project goals and deadlines Monitor performance and build regular performance reporting updates with actionable insights Ensure website quality and efficiency by conducting regular test plans Qualifications 5+ years of experience in modern web app development and/or UI/UX development Proficiency in Webflow, React, TypeScript, HTML, CSS, and JavaScript Experience with optimizing for mobile, adaptable design, and Google Web Vitals. Experience with A/B testing and executing CRO strategies via A/B testing and tools such as Optimizely, Google Optimize, VWO, etc. In-depth knowledge of search engine algorithms, ranking factors, and tools such as Google Analytics, Google Search Console, SEMrush/Ahrefs and Hotjar. Analytics skills with experience setting up full-funnel conversion events tracking and dashboards (e.g., Google Analytics, Amplitude, Segment.io, Tableau. Bonus points for R and SQL skills). Knowledge and understanding of web standard methodologies, SEO, accessibility (ARIA, WCAG), and ADA requirements. Internationalization (i18n) and localization (l10n) experience Ability to troubleshoot website issues in a fast-paced environment. Experience articulating vision and roadmap and facilitating concept and ideation with technical and non-technical stakeholders. Strong attention to detail with an analytical mind and outstanding problem-solving skills. Proven project management, communication and collaboration skills, with the ability to effectively influence and align stakeholders across departments. Experience with Segment is a

Hiring organization
Zip

Job Location
San Francisco, California, United States

Base Salary
$ 60000 - $ 110000

Date posted
May 30, 2024

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plus. The salary range for this role is $160,000 – $180,000. The salary for this position is determined based on a variety of job-related factors that may include location, relevant experience, education, or particular skills and expertise. Perks & Benefits At Zip, weâ￰re committed to providing our employees with everything they need to do their best work. ð￰￰￰ Start-up equity ð￰¦· Full health, vision & dental coverage ð￰￰½ï￰ Catered lunches & dinners for SF employees ð￰￰￰ Commuter benefit ð￰￰ Team building events & happy hours ð￰￰´ Flexible PTO ð￰￰» Apple equipment plus home office budget ð￰￰¸ 401k plan We're looking to hire Zipsters and that means hiring people who take ownership, communicate openly, have an underdog mindset, and are excited to increase the pace of innovation for every business in the world. We encourage all candidates to apply even if your experience doesn't exactly match up to our job description. We are committed to building a diverse and inclusive workspace where everyone (regardless of age, religion, ethnicity, gender, sexual orientation, and more) feels like they belong. We look forward to hearing from you!Please mention the word **ZEST** and tag RMjQuMTQwLjIwNS4xMTA= when applying to show you read the job post completely (#RMjQuMTQwLjIwNS4xMTA=). 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