GROWTH & USER ACQUISITION ROLE

Company Overview

Crowdsight is a start-up that is focused on enhancing mobile opportunities at venues and stadiums with a specific focus on live sporting events. Our mission is not only to enhance digital sponsorship opportunities, but also to enhance fan engagement and the fan experience.

"Influence the Social Pulse of Live Events"

Role Overview

The role of Growth & User Acquisition is not necessarily a marketing position. The role builds on the principles of SEO, Content & Digital Marketing while applying metric driven research & experimentation to identify what works for us in driving growth. We're looking for someone who can hack & exploit the intricacies of social media & email marketing more effectively to generate real buzz.

So if you're interested in a role that allows you to:

- Manage content creation & social marketing with a focus on targeting key influencers
- Utilise software (or similar) to drive decisions: SEMrush, Buzzsumo, Atomic Email Hunter, Contact Capture
- Develop your understanding of Inbound Lead generation & techniques
- Implement A/B Testing and creation of landing pages
- Focus on metric driven management of campaigns
- Research SEO requirements and ensure content is created in line with SEO strategies
- Maximise our digital marketing; Facebook, Twitter, Adwords and Linkedin
- Build on existing HTML, CSS and/or Wordpress experience

Then we want to hear from you!

Desirable

While having the rights skills is important, having the right mindset is essential:

- Keen to work in a start-up environment
- Growth mindset!
- Strong interest in growth hacking
- Strong interest in innovative digital advertising approaches to get traffic!

Sound like you?

Still here – you must be interested!! Send an email to: info@crowdsight.co with your CV and a brief cover letter letting us know why you're interested and what you feel you can bring to the role!