



[qmetric | HR & Career Solutions](#) is currently recruiting, on behalf of [Welcome](#), the position of

Growth Marketing Manager (Job opening ID: GMM1)

The company

[Welcome](#) is redefining the way people travel by offering the most personalized and complete experience. From the moment its customers step outside the airplane till they get back home, Welcome provides them with the warmest, most informative and friendliest transfer from and to the airport, equips them with all the necessary products they will need during their trip, as well as stands by them for any information or product they need for the duration of their stay, through their mobile application.

Welcome's product is a global first and sky's the limit! Although it is a young company, Welcome has already welcomed thousands of travelers and received [raving reviews](#) for the quality of their service.

With technology and operational excellence as their weapons of choice, Welcome is on a mission to expand its model globally as soon as possible. Their aim is to become the best-loved choice when it comes to a traveler's in-destination requests. The only limit is the sky!

About the role

Your role as a Growth Marketing Manager will be to help the company achieve their mission by unlocking unforeseen areas of growth, as well as replicating and localizing existing distribution channels to new geographies. Amongst others, your main responsibilities will be to:

- Plan strategy and experiment to scale Welcome to multiple locations
- Invent growth opportunities per location, through analysis and experimentation. Prioritize initiatives leading to the greatest returns on company goals
- Manage the day-to-day implementation and optimization of all growth and marketing initiatives, including paid advertising channels
- Maintain the implementation of best practices for Welcome's platform for search engine visibility, both from SEO technical and marketing side, as the company scales to multiple locations.

About you

You are a highly motivated and entrepreneurial Marketeer, who can hustle and implement unique organic growth tactics, capitalize on existing platforms, analyze results, improve processes, and build on actionable insights. You should possess a can-do attitude, believe that quick iterations lead to faster and better results and that numbers speak louder than words.

Our client is looking for:

- 2+ years of experience in a Digital Marketing role
- A smart, fast learner who can quickly adopt successful growth tactics implemented in other companies
- The ability to seamlessly transition from high-level creative brainstorming to conducting and analyzing experiments and sweating the details
- Strong analytical skills, engineering-minded mentality, and data-driven decision making
- The ability to quickly learn and apply new online tools that are relevant to the business
- Experience with social and e-commerce web/ad platforms,
- Deep understanding of and experience with SEO and SEM campaigns
- Strong interest in Growth Marketing with a focus on user/revenue generation at a consumer-facing start-up
- Self-sufficiency and ability to execute quickly without supervision.

Our client offers

- Competitive salary
- Flexible work schedule
- An amazing workspace, filled with energetic and hardworking people
- The tools you need to successfully perform your daily tasks

Interested?

If we got you excited and you think you have what it takes to join a young, well-funded and fast growing startup, then just click [here](#) in order to submit your application!

The selection process

qmetric applies a demanding selection process, in order to ensure its fairness. Shortlisted candidates will be assessed with the use of Competency Based Interviews (CBI), personality and work sample tests. All the shortlisted candidates will also have access to personalized feedback, regarding their performance during the selection process.

Our company treats each application with strict confidence