

Turkey Jobs Expertini®

Growth Manager, GetirMarket

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Company: Gorillas

Location: İstanbul

Category: other-general

Getir is a story of growth. Growth is our favorite word. If all goes as planned, the growth will never stop as we enter new businesses and geographies to expand our user base. We have many tools that fuel growth, which makes it vital that we always use the right tools at the right time to enable sustained growth.

Every department at Getir has a growth mentality. While having many eyes is great, it is also important that some eyes go into the minute details, see things that others don't, and suggest growth strategies we haven't thought about before. Thus, we want to add **aGrowth Manager** to our dynamic Growth team. Here, you can help us grow, while learning a lot yourself, experiencing personal growth alongside Getir's growth.

What You'll Do:

Recognize and seize growth opportunities

Find and define growth corridors and opportunities to continue scaling Getir

Identify and implement innovative strategies to drive user acquisition, retention, and revenue growth.

Take growth-related projects from infancy to adulthood

Know your customer

Disregard the existence of the box when finding solutions

Optimize customer journey with retention & engagement tools and actions

Manage campaigns while thinking about better campaigns.

Utilize data-driven insights to make informed decisions and continuously refine growth strategies.

Implement effective user acquisition strategies to increase customer base.

Develop and execute retention programs to enhance customer loyalty. Monitor key metrics and prepare regular reports for senior management.

What You'll Bring:

Bachelor's degree in Marketing, Business, or a related field. MBA is a plus.

5+ years of experience in segment/base/CRM management, consultancy or strategic planning

Analyze first, act second mindset

A personality that rejects and questions established practices

Experience partnering with cross-functional teams and 3rd party companies.

Enthusiasm for working in an imperfect dynamic startup environment

Excellent communication and interpersonal skills.

Ability to thrive in a fast-paced and collaborative environment.

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