

Turkey Jobs Expertini®

Lead of B2B User Acquisition Strategy

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Company: RateHawk

Location: Turkey

Category: other-general

We are seeking a dynamic and experienced Lead of B2B User Acquisition Strategy to join our growth-focused team who will work closely with the marketing, sales, and product teams!

Job Responsibilities:

Align with Product, Sales, and Marketing teams to reach the best results and grant marketing significant contribution to new customers acquisition and retention;

Work with cross-functional marketing teams to develop effective acquisition and lifecycle strategies across different marketing channels (performance marketing, retention/CRM/brand marketing channels);

Define the customer acquisition strategy and own performance delivery for Ratehawk building cross-channel mix - performance, content marketing, CRM marketing and external b2b bases suppliers;

Oversee Ratehawk marketing budgets together with other marketing teams to ensure their effectiveness;

Communicate and collaborate effectively across teams to increase transparency and effectiveness of collaborations at various levels of the organization to define, set goals, and guide.

Requirements

Minimum of 3-5 years of experience in B2B marketing with a proven track record in user acquisition and growth strategies;

Solid performance marketing expertise with hands-on experience managing, and optimizing acquisition channels, including SEO, PPC, Paid Display, Social, and Partnerships;

Experience in working with 3rd party leads suppliers as well as remarketing and contents marketing;

High-level experience in driving growth and defining B2B marketing and acquisition strategies, within both inbound and outbound marketing;

Advanced analytic skills and a data-driven approach to problem-solving;

Excellent communication and presentation skills;

Ability to work in a fast-paced, results-oriented environment.

Benefits

Remote work format;

Flexible working hours — we don't require you to be online or in the office at 09:00 sharp;

Interesting and ambitious tasks that will take you to the next professional level;

Learning: seminars, trainings and conferences;

Corporate English;

Corporate discounts on hotels and other services;

Ambitious team of professionals.

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