

Position:	Growth Hacker, could lead to VP, Marketing
Status:	Part-Time Contractor, could lead to Full-Time
Relevant Work Experience:	5+ years
Education:	Bachelor's Degree
Location:	San Francisco, CA / Remote

About WhichWinery:

WhichWinery.com is setting out to revolutionize the wine industry through technology. We are a start-up with the goal of being the number one searched-based website in the wine industry. To accomplish this, we must disrupt the industry and to do so takes vision, teamwork and a passion to make a difference. These core values are what inspire our team to dream big, work hard and achieve greatness.

We collaborate nonstop, we share a common vision and we are also known to drink a little wine...

Position Overview

WhichWinery is looking for an exceptionally talented Growth Hacker to help us visualize the future of wine country travel and experiences, by exponentially growing our user base. This position is ideal for a highly analytical, 'full stack' marketer who loves rapidly testing, learning and scaling new tactics. You'll play a key role in developing our user base and enhancing the user experience. We're a start-up so you must be a highly-motivated, detail-oriented and a self-starter with a **proven track record of delivering results**. You'll need to be flexible, brilliant, and tenacious. You'll be working with all levels of staff, so top notch communication and interpersonal skills are a must.

We're looking for candidates who are passionate enough to give the position their all, meaning logging in at night/weekends if needed to finish the job. Clockers need not apply.

Required Experience:

- 5+ years of experience in a similar role, preferably at a startup, achieving success and proven results of growing a user base on a consumer facing site
- Self-starter who thrives in a fast-paced, early-stage startup environment
- Being data-driven and kind of a data-geek: clear understanding of data, analytics, metrics and statistics
- Being social and understanding users' behavior; having great customer relations skills
- A/B Testing and Data Analytics experience
- Knowledge about both inbound and outbound marketing
- Not being scared of pivoting
- Being performance and results-oriented
- Being curious and creative
- Being relentless in pursuit of growth
- Having experience with growth hacking tools such as Optimizely for A/B Testing, ConstantContact for email marketing campaigns (or other), HubSpot for CRM, sales and marketing purposes (or other), etc.

Job Responsibilities:

- Strategize, plan and execute campaigns to drive traffic to website/social media/apps, acquire new users and achieve solid and consistent growth
- Drive engagement and retention by creating, testing and optimizing user notifications, social activation and more
- Determine SEO strategy and various content channels to utilize
- Choosing in accordance with the other departments which metrics/KPIs (Key Performance Indicators) to focus on; bringing traditional and creative ideas how to grow those KPIs and A/B testing those ideas
- Analyzing the data and users' feedback
- Analyze and determine the proper mix of organic and paid tactics, and manage paid ad campaigns.
- Execute A/B tests and optimize our website
- Working with the AARRR Sales Metrics Diagram
- Prioritizing and optimizing growth channels
- Scaling and Automating the growth processes
- Creating viral growth

Organizational Alignment

- Reports to Senior Management
- Works with marketing and engineering teams

Schedule, Hours & Location:

- Part-time
- Possible weekends for collaboration on large projects

Time allocation:

- Approximately 15-20 hours per month
- TBD if project scope warrants additional time

Please send resumes and cover letters to jobs@whichwinery.com

Please also provide samples of results.