



we're on the hunt for a

Growth Lead

at the top, where it should be

We choose to be an equal opportunity employer. We do not discriminate on the basis of race, religion, colour, national origin, gender, sexual orientation, age, marital status, parental status, veteran status, disability status or on any other basis. It's unforgivable to be any other way.

about us

We're on a mission to put real product into messaging. All messaging. Everywhere.

What does this mean? Well, imagine a friend is having a bad day, but the coffee cup emoji in your message to her becomes coffee in her hands - a bridge from the mobile to the real world if you like. A "realmoji" for when words are not enough. That's a huggg.

what are we looking for?

We are looking for a Growth Lead to join our team. In this role, you will work directly with the CEO and in collaboration with a multi-disciplinary team of engineers, product managers and communications specialists to own customer acquisition, conversion, and retention for huggg.

As the first Growth hire, you will take us through product market fit, designing experiments across conversion and acquisition, flawlessly testing, learning and analysing data.

This is an opportunity to be our Chamath.

about the role

You'll first obsess over conversion and retention.

Deeply understand our customers -- who they are, why they love huggg, what stops them from loving us even more. You'll know that the solutions lie in the product itself.

The role is half creative, half scientist, half statistician. It will bother you that this adds up to 150%.

You'll experiment constantly to optimise our conversion funnel. You will collaborate closely with product and engineering to generate hypotheses, create MVP tests of those hypotheses, execute on those tests, and monitor results in a continuous feedback loop.

You'll care about cohorts and statistical significance.

Once we're happy with the fit, we'll turn to acquisition. Here, we'll execute creative marketing programmes to increase brand awareness, organic growth, and virality of huggg.

You'll manage our paid advertising strategy to scale Facebook, Adwords, and other paid channels.

You'll also use channels we couldn't list here, because they're new and nobody knows about them yet.

Sometimes you'll use naughty methods, but hate being called a growth hacker. 😏

about you

In short, we need you to have been there and done this before.

Which means, you'll have:

- 5+ years experience in growth marketing or as a growth lead in a consumer-product startup environment, including extensive digital/performance marketing experience.
- strong analytical skills - comfortable building and maintaining marketing dashboards, evaluating ROI of marketing programs, and designing experiments.
- an enthusiastic and self-starting attitude with the ability to balance big-picture thinking with grassroots execution.
- a methodical approach to your work, and are someone who values velocity and trying new things at pace. You're familiar with lean startup methods and approach them with outstanding analytical and problem-solving skills.
- strong proven skills across multiple analytics, marketing, and design tools that allow you to manage marketing campaigns end-to-end, from digital ad platforms to Google Analytics.

You hopefully also have:

- some engineering experience, such that you are able to understand the technical implications of certain creative ideas and even create MVP versions without using engineering resource.

what's in it for you?

Influence, trust and impact inside a well-funded VC-backed early startup that's scaling.

Work alongside other talented and friendly folk, who are keen to learn and improve skills, and with access to the wider VC's family of portfolio companies and your peers inside that family.

High impact role where you'll have the autonomy to develop our platform quickly and have your product inside the pocket of millions around the world.

And it goes without saying - a competitive salary, pension, meaningful stock options and an office with free coffee and yoga, etc.

are you a fit?

Our people:

- Know that this is a safe place to take risks.
- Think big and don't allow boundaries to limit their imagination.
- Challenge, question and debate to get the best out of each other.
- Have an equal voice and a right to be heard.
- Know that asking for help is a strength, and giving help is a privilege.
- Progress on merit, and merit alone.
- Know that a team is stronger than an individual, but that sometimes a single contrarian view can be most correct.
- Don't dwell on what they can't influence, and instead focus on what they can.
- Add value, get stuff done, each and every day and are happy to be on a never-ending mission.

To apply for this exciting role, [head over to Workable](#) and show us what you've got.