



JOB DESCRIPTION

SBL Head of Growth & Acquisition

What's the gig?

We are looking for an experienced growth marketer to scale and optimize our current marketing channels alongside unearthing new opportunities to grow our member base. Paid and organic acquisition are key contributors to our existing strategy, so we're looking for an experienced growth marketer to take our omni-channel approach to the next level of scale and sophistication. The ideal candidate will be data-driven, obsessively ROI-focused, and not afraid to roll up their sleeves and get into the trenches.

About us

Scotts Bass Lessons is one of the leading and most promising music focused online learning companies on the planet. We've dominated the global bass guitar education market for the last decade with over 40,000 current students and more than 2 million followers on our social channels. We will be taking our online learning model into different instrument verticals with the vision of becoming the world's leading online music education platform.

Your responsibilities

- Report directly to our Chief Marketing and Revenue Officer
- Manage our paid digital marketing strategy, identifying our primary channels, launching tests and directing resources to optimize performance
- Create, deploy, and optimize digital marketing campaigns across platforms
- Report on effectiveness of all lead generation, including creative learnings
- Develop strategic plans and forecasts for paid and organic acquisition programs to track ROI
- Work in partnership with the broader marketing team to align on strategy, content, deployment, and measurement of campaigns
- Focus on testing and optimizing using systematic methodologies
- Roll-up all channel metrics into actionable insights and demonstrate campaign ROI
- Work with our content team to iterate high-converting media for ads
- Stay abreast of trends and best practices in all digital marketing channels, with a primary focus on acquisition tactics

About you

- You have 3+ years of work experience managing growth at scale in digital channels including social, display and video. Bonus - you've actually run a media agency.
- You have first hand experience with Facebook or Google ads, and strong general knowledge of both.
- You are super creative and have strong copywriting skills
- You think about things like landing page offers, up-sells, split-tests and order bumps as you're trying to go to sleep
- You have a high-level general command of attribution, with direct and specific experience in at least one of the following: GTM, GA - but most-importantly an ability to think cross-functionally and theoretically about attribution, because the individual technologies all have strengths and weaknesses.
- You have a strong high-level understanding of email software and specific experience with one, preferably Active Campaign.
- You have a strong high-level understanding of landing page technologies and the ability to work hands-on in at least one of the following: Unbounce, ClickFunnels or Leadpages.
- You're curious, inquisitive, you're always learning and you're not afraid of challenging the status quo.
- You're a confident critical-thinker that can jump into many different problems, markets, and situations and come up with tactical recommendations.
- You can multitask and work in cross-functional, fast-paced environments with the pressure of multiple deadlines.
- You're an excellent team player, who values other views and can earn confidence quickly.
- Ideally you have experience in online education and music, or you can demonstrate how your experience has prepared you for this role.
- You have an understanding of direct response and digital product launch marketing approaches.

The ideal personality

Our perfect fit is someone who is a problem solver who understands the difference between “yes, and...” and “yes, but...”. You should be a hungry, focused personality with a positive attitude and a deep desire to deliver. Working in the music education sector means going the extra mile, and we need someone who is always willing to rise to the occasion and strives to put forward beautiful work that exceeds expectations. Someone who is detailed and organized, driven and displays vigor and comes ready to play every day. Confidence, self-discipline, and a congenial, curious mind are things we love and admire.

Final thoughts

- This is a full-time, remotely based position

- We can offer either an employed or contracted position
- We prefer that you're located in a timezone close to +/- 5 hours GMT
- The team's language for communication is English

If you're thinking: "This is totally me!" then please apply using the online form linked below. We can't wait to meet you!

[ONLINE APPLICATION FORM](#)