

Job description:

Performance Marketing Manager

About gohenry:

gohenry was founded and funded by parents to help the next generation gain confidence with managing money in a digital and cashless world. We want to help kids be good with money.

We offer a prepaid debit card and app with unique parental controls, for kids age 6 to 18. Everything has been designed from the ground up, specifically for young people and their parents, in order to make managing pocket money easy (and fun) and help kids learn good money habits. With gohenry kids gain independence and learn about managing money in a way that fits naturally into their life. gohenry is a fast growing, late-stage start-up.

We have a growing customer base of close to half a million users in the UK. In April we launched in the US and we have continued to grow steadily after a great launch. We are now looking for someone to help scale our Performance Marketing activity.

What you will do:

- The role will be the first to join the expanding Performance Marketing team, reporting into Head of Performance Marketing acting as second in command managing all performance channels and subsequent reporting
- Managing the day to day of all our paid media, performance marketing across the following paid acquisition channels to increase parent sign-ups on both our **web** and **mobile apps**:
 - **Paid Search:**
 - AdWords
 - Bing
 - **PaidSocial:**
 - Facebook
 - Twitter
 - **Display Advertising:**
 - AdWords/YouTube
 - DoubleClick
 - Other programmatic networks
- All of the above-paid media channels are currently managed via external agencies. Within 2019 we will be migrating management of these paid media channels to an in-house team.

- This role will need to be comfortable managing agencies mid-term and longer-term help to grow the Performance Marketing team, in addition to taking on the hands-on management of paid search.
- Responsible for making sure all advertising systems are working to correct budgets.
- Assisting with strategic recommendations and campaign planning. How much should we spend across each channel? What will our forecasted CPA's look like?
- Creating and maintaining testing and optimisation frameworks for the above marketing channels and landing page optimisation.
- Hands-on, sole responsibility for building, improving and maintaining all online marketing reporting.
- Pulling data from both internal databases and advertising systems (data into Google Sheets and Google Data Studio via Supermetrics, knowledge and hands-on experience essential).

What you'll need:

Essential:

- Experience from a B2C company driving high volumes of daily sign-ups through both desktop, web-app and mobile-app, Apple Store & Google Play store downloads.
- Mobile, app-based marketing experience (paid ads, tracking using AppsFlyer)
- Advanced, hands-on knowledge and experience using:
 - AdWords(for paid search, display advertising, YouTube)
 - Facebook Ads Manager
 - Twitter Advertising
 - Google Sheets, Supermetrics, Google Data Studio, Advanced Excel
 - AppsFlyer(mobile tracking)
 - Google 360
- An inquisitive, curious, intelligent data-driven and creative approach to digital marketing
- An autonomous, self-start, pro-active attitude we need you to get involved from day 1
- Be a true digital marketing expert. Level of digital marketing expertise within the company is high. From our CEO, Technology and Finance teams, everyone has a thorough, up-to-date understanding of digital marketing.
- Excellent analytical skills and experience in reporting and optimising campaigns based upon data analysis and AB testing.
- Track record in growing a brand's audience and user base.
- To thrive in a start-up environment, to be a strong team player and excited by the prospect of growing something special.

Nice to have:

- SEO & ASO experience

- Experience marketing to a UK and US audience

Working at gohenry:

- gohenry's HQ is in central London (in Angel)
- We offer competitive compensation and flexible working (within reason)
- The environment offers independence, a collaborative workflow, and we give our employees a
- lot of freedom and ownership over their projects
- 25 days holiday
- Pension scheme
- Employee Perks from PerkBox
- Training opportunities to further develop your craft
- We're a purpose-driven, customer first organisation: we seek to deliver quality, delight our users,
- and we always put the needs of our community at the forefront
- It's a perfect environment for people looking to join a fast growing, established startup