

## Head of Growth

[This example job spec/advert was compiled using the key Head of Growth responsibilities and skills we see most often requested/listed on the Juggle platform.]

While in our experience the general/macro requirements of the role are transferable across different sectors and company sizes (and therefore the type of advert that attracts high-quality professionals is broadly the same), please read the text carefully, add your business-specific needs, and - most importantly - tailor the text to match the culture and values of your business.]

**Schedule (part-time/full-time with flex etc)**

**Salary**

**(Length of contract if necessary)**

**Location city**

We need a proactive, data-oriented Head of Growth to join our [type and rough size of your business]. With us you'll develop, define and execute a plan for outstanding business growth, prioritising the specific initiatives/product changes needed to really accelerate progress and working closely with teams to make sure campaigns are executed with maximum effectiveness. You'll also ensure the right infrastructure is in place to enable proper data-driven decision making so you can perform comprehensive analysis and gain real insight from your progress.

This is an excellent opportunity for an experienced marketing/growth specialist with a keen interest in data to take full responsibility for a dynamic growth plan and steer it from idea to execution and beyond.

## **Responsibilities**

- Define and execute an outstanding growth plan for the business using multiple channels.
- Prioritise specific growth initiatives and product changes that need to be focused on to accelerate growth.
- Ensure the right infrastructure is in place to support effective data-driven decision making across user data and user touchpoints.
- Drive content marketing (including editing and writing marketing collateral.)
- Work closely with the sales team to effectively execute campaigns and analyse their results.

## **Background and skills**

- You'll need experience delivering growth in a B2C/B2B high-growth early-stage.
- You'll need experience of lean digital marketing including strategy, building, managing and writing content, managing campaigns and website CMS. We'll ask for some proof of this so a portfolio or ready examples will be useful.
- You've got strong communication skills (both oral and written) with the ability to articulate complex ideas to a range of audiences.
- You're data-oriented with an analytical mindset.
- You're a proactive self-starter - you hate sitting on your hands.

## **Schedule, salary and benefits**

[Include as much detail as you can on the flexible working arrangements/the flexible culture of the firm - especially if the stated hours are subject to negotiation - and as much as you can about salary, stock options and benefits. The way you talk about these is a strong indicator of the culture of your business, so think hard about what you want to communicate and speak with enthusiasm.]