

Marketing Manager - Job Description

About Us:

GRIN is an award-winning early stage start-up. It's mission is to reduce the cost and complexity of dental-orthodontist care. And it is doing so with disruptive technology as well as first-of-it's-kind market approach. Grin is building a multi-sided platform that gives users a radically convenient customer journey, and empowers doctors to deliver patient centric, responsible care for all types of smiles.

Our team consists of professionals from Apple, Cisco, c3.ai as well as Orthodontists.

About You:

You are a consumer enthusiast and jack-of-all-trades marketer seeking a high energy, high potential company. You are strong in initiative and follow-through, able to work autonomously and are motivated by solving problems.

Main Responsibilities:

Assist with customer acquisition and retention including:

- Develop and manage email campaigns and promotions
- Setup tracking systems for marketing campaigns and online activities
- Analyze campaign performance to detect trends and new growth opportunities
- Manage customer service for consumers, providers and partners
- Manage social media channels
- Oversee marketing execution including PPC and SEO activities
- Communicate and coordinate campaigns efforts with sales personnel

Requirements

- 5 years of relevant marketing experience
- Must be a self-starter and able to independently move projects forward, prioritize tasks and meet deadlines
- Proven experience with Hubspot; SEO and Google Ad Words
- Creative mind with strong written and verbal communication skills
- Ability to understand business requirements, and achieve goals through effective messaging and outreach
- Solid organization skills and attention to detail
- Proficiency in driving organic and paid social media growth
- Strong knowledge of Google suite