

JOB DESCRIPTION

Job Title:	Growth Lead, CAPS
Department:	Continuing and Professional Studies
Reports to:	Director of Operations, CAPS

JOB SUMMARY

Reporting to the Director of Operations, the Growth Lead within the Continuing and Professional Studies division of Palo Alto University is a unique opportunity to define the marketing vision and acquisition strategies for a premium brand in a fast-growing educational sector. With support from the VP and leadership team, this role will be pioneering our growth strategies including defining data-driven approaches to performance marketing, audience analysis, social media, and paid advertising (including managing the demand generation budget) as well as developing CAPS' first serious business development strategies to engage and onboard new partners to our revenue sharing platform.

We are a fully distributed team with an established, effective remote working culture. While initially part-time at 20 hours a week, this role has the potential to become full-time and hire/manage a team. We're looking for an experienced marketer who can grow alongside us.

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Essential Functions

- In collaboration with the VP of CAPS and the Director of Operations, execute the vision for growth in the organization: building and executing on strategies to grow both B2C and B2B business segments.
 - B2C: Accountable for setting and achieving performance marketing goals across paid and unpaid market channels, website performance, and social media (75%)
 - Segmentation and audience analysis
 - Social Media campaigns
 - LinkedIn prospecting
 - Google AdWords
 - SEO/Website optimization
 - B2B: Accountable for productizing B2B offerings and driving revenue through Business Development efforts (25%)
 - B2B product development
 - Pitching and closing sales
 - Partner development
 - Additionally, manage the relationship between PAU's marketing department and CAPS
- Manage marketing contract resources (designer, digital info specialist) and/or external firms (SEO, etc) against goals and deadlines

- Prioritize work and manage time effectively in a remote, low structure environment, while helping the organization build an effective & agile culture

Essential Qualifications

- 3+ years experience in consulting, performance marketing, lead generation, or other data-driven fields
- Experience directly managing one or more of the following: paid social marketing, search engine marketing, site optimization, newsletter/ mailing list campaigns
- Experience prospecting, working with, and closing partnerships and/or B2B leads
- Ability to execute moderate levels of image, web, and video tasks
- Experience managing contract resources and a team budget, or a vision of how to manage the right way
- History of making business decisions with quantitative rigor and adept in supporting skill sets such as: Excel, data visualization, and statistical analysis.
- Adept at managing a site using Google Analytics, Google Search Console
- Flawless written and verbal communication skills, with experience working with leadership teams and managing external stakeholders
- Project management experience, including setting project objectives, developing a road map, and using tools to drive success of initiatives
- Energy and passion required to be the founder of a brand new growth team
- Excellent attendance and punctuality, collegial and diplomatic behavior at work, and work performance to the satisfaction of management are essential functions of the position

Preferred Qualifications

- Experience with digital education products
- Volunteer or professional experience in mental health, public safety
- Experience with our technology stack:
- Infusionsoft CRM (or Hubspot), Thinkific, Accredible, GSuite, Asana
- 2+ years experience working remotely, full-time

To apply, please send cover letter and resume to jharr@paloinfo.org