

**Job Title:** Growth Marketing Manager

**Reports To:** CEO

**Start Date:** Immediate, or when candidate is available

**SUMMARY:**

Coinme is on the digital forefront of building out the future infrastructure of trust and the new digital economy. We are looking for a marketing lead who will help build out our marketing discipline and process digitally.

As the Marketing Manager, you will be responsible for digital acquisition, social media and email marketing. You will be responsible for strategic planning and tactical execution of Coinme's digital marketing efforts, spanning all parts of the customer journey. This individual will be the primary lead for building out Coinme's customer acquisition and retention programs from the ground up - generating maximum awareness, traffic, referrals, and loyalty.

This role is all about growth. You will be responsible for both experimenting with different customer acquisition strategies and measuring customer acquisition costs (CAC) as it relates to customer lifetime value (LTV). As part of this work, the new marketing manager will need to optimize and drive the integration of all digital tactics and channels, across Coinme Kiosks and Private Client services, and create awareness, consideration and ultimately preference and demand for Coinme. You will get to drive future solutions that will impact how we capture new customers and surprise and delight our existing ones, and you'll get to have a lot of fun along the way.

**ESSENTIAL RESPONSIBILITIES** – *Responsibilities will evolve as we scale the team and operation*

- Strategic planning (working with Coinme's leadership) and tactical execution of Coinme's digital marketing efforts.
- Experience in lean, early-stage or growth-stage businesses within highly competitive verticals. The key here is being resourceful, adaptive, and comfortable with complexity and moving quickly from ideation to market launch.
- The ability to build and create targeted content that appeals to and engage specific consumer groups.
- Think strategically about business issues and will have a strong command of data platforms and dashboards, digital marketing analytics, and basic statistics.
- Work directly with stakeholders, able to understand their concerns, use data visually to address them, and present the results to executives and non-executives that are both technical and non-technical, in a clear and concise manner.
- A history of delivering "actionable insights" to stakeholders is required; Coinme is looking for marketers who want to go beyond tactics and reporting, generating

actionable insights through the development of metrics, dashboards and deep dive analysis.

- Experiment with different digital channels and campaigns to identify the best ROI opportunities for where the business should invest in order to acquire new customers.

#### **REQUIRED SKILLS AND EXPERTISE**

- Minimum of 5-7 years of professional experience in digital marketing, content creation, email marketing and social media.
- Experience with content strategy, design and/or aggregation and distribution across social, web, print and other channels deemed valuable
- Your digital toolkit should include Google Ads, Facebook Ads, Media Buying, Display, Retargeting, SEO/SEM, Google Analytics, Adobe Suite (including Marketo), Blogging, Email Automation, Visual Design, Social Media (must be really skilled and experienced here), SMS, Mobile Optimization. With these tools, you will work in concert with the rest of Coinme to drive traffic, awareness, acquisition, retention and thought leadership.
- Experience with platform-based tools for website development, media analytics, project management, and content creation.
- Providing key data-driven insights that enable new opportunities and innovation on behalf of the business units.
- Drafting and managing marketing budgets

#### **ABOUT COINME**

Coinme is a venture-backed blockchain financial technology company that is dedicated to helping the world gain access to digital currency. Five years ago, Coinme became the first state-licensed Bitcoin ATM company in the U.S. and now through a partnership with Coinstar powers the largest Bitcoin ATM network in the world. The company's vertically-integrated network of ATMs, digital wallet, and private client trading services are enabling consumers to financially thrive in a digital currency powered future.

#### **COMPENSATION**

Competitive base pay, stock options, annual profit-share, health benefits package

#### **LOCATION**

This opportunity is for a full-time position located at our headquarters in downtown Seattle, WA.

*Coinme is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status.*