

Job Title: Digital Marketing Manager

Reports To: VP Marketing

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 digital marketing lead who will help build out our marketing discipline and process digitally.

As the Digital Marketing Manager, you will be responsible for the 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 to 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, providing channel-level expertise across the digital marketing landscape.
- Direct hands-on experience setting up and running campaigns in-platform with a focus on acquisition (e.g. Facebook Ads Manager, Google AdWords) strongly preferred
- Knowledge of advertising channels across Paid Social, Paid Search, Digital Video, and various buying methodologies (CPM, CPC, CPA)
- Structure ongoing tests to measure program impact and effectiveness of creative, segmentation and channel. Synthesize learnings into actionable insights to shape plans and report best practices.
- Drive improved performance through ad hoc analysis to assess how we can improve performance on a weekly basis
- 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.

- 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.
- 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.

REQUIRED SKILLS AND EXPERTISE

- A performance marketer with 3 to 5 years of experience in digital acquisition marketing at an agency or high-growth startup.
- BA/BS, analytical field preferred
- Experience with problem solving and analytical skills including: conducting qualitative and quantitative research, analyzing data, data visualization, developing hypotheses, synthesizing insights & recommendations
- Expertise in digital platforms and tools including Google Ads, Facebook Ads, Media Buying, Display, Retargeting, SEO/SEM, Google Analytics, 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.
- A firm believer in efficiency and rapid experimentation – with targeted strategy and rapid experimentation, you can rapidly scale marketing with a lean budget
- Experienced with creative testing, A/B and multivariate testing, and optimizing landing pages and user funnels
- Providing key data-driven insights that enable new opportunities and innovation on behalf of the business units.
- Drafting, modeling and managing marketing budgets to meet growth goals.

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.