

GoStudent

Let's shape with us the future of learning!

GoStudent is a young and fast growing EdTech startup from Austria. We offer a new form of tutoring, perfectly tailored to the fast-paced and mobile-focused lifestyle of today's young people. Our platform (iOS, Android, Web & chatbot) connects high school students with a network of qualified tutors and students that help them with their school questions. Instantly, anonymously & via chat.

We are currently looking for a talented and experienced "Head of Growth" who will play an essential role in accelerating our ongoing growth story and will lead our team of marketing wizards to establish a habit of our sustainable growth.

Head of Marketing & Sales (m/f)

How will you make a difference @ GoStudent – see for yourself

You're going to

- act as first point-of-reference for marketing & sales related inquiries and lead the process to define the global strategy, roadmap and priorities
- identify and implement the most promising growth opportunities, particularly in terms of app downloads, bot connections and website traffic
- work closely with other departments to develop and optimize new and existing acquisition channels
- experiment with new approaches to creating viral loops and network effects
- lead content strategy based on consumer behavior and market trends
- investigate and optimize the customer journeys
- develop and A/B test creative and attractive messaging and layouts for all users
- manage online marketing (SMM, SEM, display, affiliate, retargeting)
- gather and analyze performance data to derive actionable insights
- build and lead a high-performance marketing and sales team and create an dynamic and sustainable environment that ensure the efficient execution of functions across the entire departments

That's you

- proven track record in growth marketing for B2C digital business (with target group < 25 is a BIG plus)
- proven ability to develop and implement new and creative ways to reach new customers and developing and implementing innovative engagement tactics

- deep knowledge of growth hacking including SEO, SEM, SMM, website scraping, lead generation as well as social media management, email campaigns
- skilled in working with various marketing/analytic/optimization/automation tools
- ability to develop a great understanding of a brand, its target segments and the potential of its story
- excellent English as well as communication and leadership skills - fluent German skills are a big plus
- first hand involvement in an early stage company as well as experience with mobile or web-based applications is a plus
- high performance orientation and entrepreneurial thinking
- ability to make decisions and solve problems

What can you expect?

- The chance to shape the company by taking on a key role from an early stage
- Lead position with great freedom to initiate own ideas
- A dynamic team of young professionals with lots of passion and a clear vision in a fast-growing startup
- Flexible working hours and high degree of autonomy
- A startup that is well capitalized and backed by top venture capital firm

Compensation:

The Head of Marketing & Sales position is full-time (40h/week) and based in Vienna.

The minimum salary offer starts at EUR 45.000, - a year and is negotiable depending on education and previous work experience.

Are you up for it? We can't wait to meet our future Head of Marketing and Sales!!

Get in touch now! Send us an e-mail including CV and motivation letter to job.ks952@speedinvestheroes.recruitee.com.