



## 95 Percent Group LLC Position Description

<b>Date:</b>	June 2022	<b>Hourly or Salaried:</b>	Salaried
<b>Title:</b>	Director of Growth Marketing	<b>Exempt or Non-Exempt:</b>	Exempt
<b>Reports to:</b>	Chief Marketing Officer	<b>Full-time or Part-time:</b>	Full-Time

### About 95 Percent Group

95 Percent Group is a leader in literacy intervention instruction, whole class curricula, and professional development for pre-K through grade 8 across the U.S. The company's comprehensive educational consulting, professional development, diagnostic assessments, and instructional materials help schools deliver intervention and core instruction that consistently and significantly increase reading achievement.

95 Percent Group has a fully engaged and highly committed leadership team who cares deeply about our mission to support the reading needs of all children. We've hired the best from inside and outside the industry. This is a tremendous opportunity to join a company positioned for continued significant growth. An added plus is knowing that what you're doing every day is making a real difference in children's lives. Come work with a group of smart, fun, passionate professionals who value creativity, innovation, and making an impact.

### Position Summary

The Director of Growth Marketing is responsible for developing K-12 customer acquisition strategies to drive aggressive revenue growth goals. In this role, you will partner with the sales organization to create multi-channel campaigns (across paid, owned, and earned channels) to support national, regional, state-level, and account-based targets. You will also oversee marketing operations. This is a high-impact, high-visibility role within the organization that is being added to support ambitious expansion plans. As such, you should have experience building growth marketing capabilities from the ground up and be a strong leader and communicator who works effectively cross-functionally and can mobilize teams to achieve big results. You should be a curious, data-driven, problem-solving marketer with a passion for performance marketing. Because this is a new role in a high-growth environment, you should be equally comfortable driving strategy and rolling up your sleeves to get the work done. As a member of the company's Senior Leadership Team, you'll have the opportunity to support a new management team that is charged with taking the company to the next level.

## **Essential Responsibilities**

### **Customer Acquisition**

- Partner with the sales organization to develop an overall customer acquisition strategy to support aggressive market expansion and revenue targets at the national, regional, state, and account-specific levels.
- Work cross-functionally with other marketing leaders to develop multi-channel campaigns including but not limited to email, paid digital and social media, content, and event marketing.
- Increase marketing qualified leads and collaborate with the sales team to effectively market these leads through the funnel, increasing lead-to-conversion metrics. This will include database management, audience segmentation, and establishing an effective lead scoring model, among other tactics.

### **Sales Enablement**

- In partnership with the sales organization and marketing team, develop compelling, competitive sales enablement resources such as brochures, product one-sheets, pitch decks, etc.

### **Marketing Operations**

- Establish detailed processes across marketing functions to streamline workflows and increase productivity.
- Develop marketing KPIs for all marketing activity, and models to measure them including but not limited to leads generated per channel, conversion metrics by channel, web traffic/engagement/conversions, social engagement, SEO performance, and ROI.
- Create a monthly report/dashboard to share with leadership and key stakeholders.
- Own and build out the marketing database and technology stack.

### **Management**

- Initially you will be responsible for managing and growing one direct report, a Marketing Operations Specialist, with the expectation that your team will expand to meet business needs.
- Source and manage external resources as necessary including a digital marketing agency.

### **Leadership & Culture**

- As a member of the Senior Leadership Team, you will have a direct impact on the company's strategic direction and results and will be responsible for communicating and supporting company initiatives throughout the organization.
- You will be responsible for modeling a deep commitment to the company's mission, and fostering a culture of open, honest, two-way communication, collaboration, cross-functional engagement, and support of each other.

## **Skills and Qualifications**

- 8-10+ years of B2B customer acquisition experience (with a preference for K-12 experience), with a proven track record of driving an increase in qualified leads and improving conversion metrics
- Proficiency in performance-based marketing tactics and emerging media and trends, including strong knowledge of programmatic advertising, Google Ads and Analytics, and Facebook/Instagram/LinkedIn advertising

- Extensive experience in database management and email marketing, including audience segmentation with targeted/personalized messaging, and A/B testing creative, subject lines, and CTAs
- Experience developing B2B marketing KPIs, measuring against them, and testing to continually learn and optimize results
- Fluent in marketing technology including marketing automation software (HubSpot preferred), CRM systems (Salesforce preferred), and websites
- Extensive experience with MS Office, with proficiency in design software (Adobe Creative Suite, Photoshop, InDesign, etc.) preferred
- Data-driven with a growth mindset and demonstrated creativity in analyzing information, defining challenges/objectives, formulating logical/objective conclusions, and developing solutions
- Preference for a fast-paced, growth environment where everyone is expected to take on additional responsibilities and collaborate to hit company targets
- Exceptional project management skills with the ability to effectively manage multiple projects, priorities, and deadlines
- Strong interpersonal and cross-functional management skills that build relationships of trust and confidence
- Excellent written and verbal communication skills, and a communication style that exhibits the company's mission and values
- Commitment to improving literacy and student reading achievement
- Bachelor's degree in marketing, advertising, communications, or related field

**Physical Requirements/Work Environment:**

- The use of standard office equipment/computers and some light physical work required
- This position is remote from your home office
- Occasional travel as needed

95 Percent Group, LLC is an equal opportunity employer and will consider all applications without regard to race, sex, age, color, religion, national origin, veteran status disability, sexual orientation, gender identity, genetic information, or any characteristic protected by law.

To apply, send your resume to: [job.mkt@95percentgroup.com](mailto:job.mkt@95percentgroup.com).