

## MOBILE APP MARKETING MANAGER

We are seeking a talented marketing mind to focus on customer retention, and to improve our nurture tracks towards product and feature adoption, through marketing channels in our mobile app.

You will be responsible for understanding what activities increase customer generation and retention, and for using inbound marketing tactics to add value through content, resources, and other calls-to-action. Your goal is to turn interested qualified leads into successful customers. You will need to analyze what activities increase customer retention, and align these with internal company priorities in ways that benefit our customers.

We will also need you to understand the right types of content to send to the right people at the right time. This will be the case both for lead nurturing and for boosting the traction of our content-driven push notifications, in app messages, news feeds and emails.

### RESPONSIBILITIES:

- Manage and build various lists and campaigns, including design templates, calls-to-action, and content used in your push notifications, in app messages, and email sends.
- Segment these lists based on past engagement and mobile app interactions.
- Analyze and interpret what behaviors and patterns make customers successful and more likely to be retained by the product.
- Maximize these successful approaches and run tests to improve them.
- Find new opportunities to applaud, support, and ultimately retain our customers.
- Craft strategies to better nurture our customers toward actions we want them to take, whilst ensuring these actions (whether they are product adoption, event signups, product training) are actually in our customers' best interests.
- Create and implement new projects and develop creative ideas that help improve customer success, from customer content and communication, through to our approach to marketing automation.
- Establish closed-loop analytics with sales to understand how our mobile marketing activity turns into customers, and continually refine our process to convert customers.
- Analyze key metrics and create performance reports to measure the effectiveness of these marketing programs, and continually improve tracking, attribution, and overall data access in order to optimize your overall approach.
- Develop documentation and road maps for processes, A/B tests, and promotions that succeed through email.
- Work to minimize list decay and app uninstalls while increasing the productivity of our notifications.
- Collaborate with marketing teammates to maintain a consistent brand voice and message across all communication channels.
- Educate our customer base about our products and their benefits through customer newsletters, customer-focused content, social media monitoring, and more.
- Demonstrate the ability to work at both the planning level (generating bold and innovative ideas for growth) and at the tactical level (managing advertising campaign execution, optimization of free channels, analyzing traffic data and solving problems).

### REQUIREMENTS:

- BA or equivalent working experience
- Experience in email marketing, lead nurturing, marketing automation, and/or web analytics.
- Excellent command of all marketing tactics: in-depth knowledge of various paid marketing channels and technologies, including paid search, retargeting, social network advertising (Facebook, Twitter, LinkedIn, Pinterest, and more), and content distribution and placement networks.
- Excellent writing and communication skills, with a good nose for product marketing and product UI.
- The ability to communicate in ways that our customers will understand, and to align your communication with the wider company tone of voice.
- The ability to think creatively, using data to inform all decisions, plus a strong testing mindset and the skill set to drive rapid experimentation and learning.
- The ability to drive results working in new, fast growth channels.
- The ability to work independently under pressure, managing resources and several projects simultaneously.
- Experience with any of these is a big PLUS: Intercom, Kahuna, Swrve, AppBoy.

### ABOUT DEEPER:

Deeper is a ground-breaking, globally-oriented consumer electronics company based in Lithuania. We create and produce smart electronic devices for sports and outdoor activities. Our first product, the Deeper Smart Sonar, revolutionized angling as the world's first wireless echo sounder compatible with iOS and Android. Today, it is available in 50 countries worldwide, from Canada to China to New Zealand, and the Deeper App is the leading fish finder app on both Google Play and App store. We have received innovation awards in Australia, China, Russia and Europe, and picked up a prestigious Innovation Award at the Consumer Electronics Show 2016 in the US. We are also recognized as a regional leader in innovation; we were named Best Young High-Tech Company in Lithuania 2015 and have received a Swedish Business Award for entrepreneurialism.

Building on this success, we are rapidly expanding as a company. With our Smart Sonar range we are constantly expanding into new markets, plus we are launching a completely new product in early 2017.

**Please send your CV to [career@deeper.eu](mailto:career@deeper.eu), use the subject line "Mobile app marketing manager". Please note, only candidates selected for interview will be contacted.**