

Director of Growth Marketing

Affair Recovery is looking for a talented Director of Growth Marketing in Austin, Texas!

What is Affair Recovery?

We are an industry leader in helping people heal after infidelity. Our inspiring programs are research based, combining a faith-based curriculum with the strength of support groups to provide solace and recovery for both couples and individuals.

Our mission is to restore those in crisis to extraordinary lives of meaning and purpose. In order to continue providing hope to those impacted by infidelity, we need to grow our team with people who share our mission and enthusiasm. We are looking for a smart, forward-thinking problem solver to join our talented and passionate team. If a relational company with a cultural norm of appreciation and encouragement appeals to you, read on!

About the job:

This newly created Director of Growth Marketing position will be one of the most influential positions on our team and will report to the VP of Operations. Growing the number of customers isn't just a metric and your primary responsibility, it is an opportunity to bring healing and meaning to tens of thousands of people each year.

What we expect of you:

- Build and lead a collaborative and dedicated Marketing Team with a combination of staff and contract talent to grow our connection to potential program participants.
- Assess and develop growth marketing plans and strategies to meet and exceed quarterly and annual growth goals.
- Continuously improve each stage of the e-commerce sales funnel including, but not limited to, driving traffic (e.g. SEO, YouTube, email lists), optimizing landing pages, nurturing leads, and converting customers.
- Oversee all public facing content and content creation (copy, graphics, and videos) to ensure it provides value to the audience and contains effective calls to action.
- Track content analytics to monitor engagement and deliver insights to your team that influence creation and curation strategies.
- Increase brand awareness and positioning by building a customer referral network, developing relationships with strategic influencers, and promoting research white papers.
- Supervise updates to Affair Recovery's product offering.

You're great at:

- Collaborating with your team, relational-style leadership and empowering your people in a distributed workforce
- Communicating, listening to and providing feedback to creatives
- Demonstrating high emotional intelligence and sound judgment

- Driving online traffic, optimizing landing pages, nurturing leads, and converting customers
- Executing strong inbound marketing strategies, including SEO and funnel design best practices
- Thinking analytically and recognizing clear and compelling writing, graphic design, and visual layout
- Prioritizing and managing multiple projects with ease
- Documenting iterative testing

Requirements:

- Bachelor's Degree in Journalism, Marketing, Communications or equivalent experience
- Excellent written, verbal and interpersonal communication skills
- Robust copywriting skills

Nice to have:

- First-hand experience with our programs
- An appreciation for good gifs 😊

Why join us? Work at AffairRecovery.com is not a job; it's a passion. A passion fueled by the desire to change the world by saving love and transforming thousands of lives by restoring their marriages and families.

Work for a purpose instead of just a paycheck:

Step 1: Complete an application: <https://forms.gle/XQKr3NKxBYZUhL8d7>

Step 2: Email your resume and cover letter to: employment@hope-now.com

Step 3: After you've completed **Step 1** and **Step 2**, we will contact you regarding next steps!