



WHERE NO STARTUP STANDS ALONE

Position Description

Growth Marketing Manager

We think you'll like it here.

Overview of GAN

What does working at GAN look like?

Creating a culture of happy colleagues is part of GAN's DNA. We want our team to love what they're doing while working at a place that's growing and moving quickly. Benefits at GAN are a reflection of what matters most: You. We hire based on values and entrepreneurial spirit. Because of this, we have a smart team who has fun, cares for one another, and gets a lot done. You'll be joining a team of hard-working, happy, and humble people.

What is GAN?

GAN is a highly-curated community of independent accelerators, partners, and investors. We're obsessed with helping startups all over the world succeed, which is why GAN's mission is to give startups the power to create and grow their businesses, wherever they call home. Our community has helped more than 13,000 companies receive over \$5.3B USD in funding and create more than 26,700 jobs globally.

GAN started in 2010 when Brad Feld and David Cohen—the two co-founders of Techstars—had the idea to connect the top mentorship-driven, seed-stage accelerators around the world. Alongside the White House's *Startup America Initiative*, GAN was launched to align those accelerators and create a community and model for their success. Today, GAN is an independently-operated organization with more than 120 of the world's best accelerators in our community, running programs in 120+ cities all over the world. GAN Ventures is our investment arm, making seed-stage investments in startups across the globe. And, we have built two parallel communities—GAN Partners, a group of engaged corporate partners that are seeking to build meaningful relationships with GAN Startups everywhere and the Global Startup Studio Network (GSSN,) a growing community of startup studios that spans four continents.

What are GAN's Values?

- **Humanity:** Create environments where people are empowered to fulfill who they set out to be.
- **Service:** Exhibit a level of selflessness that makes people question our sainthood.
- **Integrity:** Deliver what we say we'll deliver, and be honest early and often when we face challenges.
- **Action:** Get stuff done. Continually grow and evolve based on the needs of our community and work to proactively know those needs.
- **Celebration:** Pop a cork when people reach greater heights. Getting stuff done doesn't mean you have to be boring.
- **Drive:** A deep determination to do whatever is appropriately necessary to support our clients, colleagues, and ourselves.



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Position Description, Cont'd

Overview of GAN's Growth Marketing Manager Role

To be successful in this role, you'll sit at the intersection of marketing, business development, customer success and business operations. Someone who will do well as our Growth Marketing Manager is a natural and respected leader and will be treated as one—and is someone who has and uses a combination of marketing automation experience, product management and project managing skills to set and exceed goals.

The Growth Marketing Manager will be part of a small-but-mighty marketing team that churns out unmissable content for GAN to communicate our mission and value proposition to a diverse and global audience. Your responsibilities will include driving the strategy, development and execution of lifecycle marketing campaigns and programs. You'll also help cultivate the glue that brings the GAN Community together under a unified, passionate umbrella, along with ensuring that we find and work with the best new organizations around the world. It's about creating a shared feeling, built on a shared purpose, across the GAN Community. To create this kind of feeling, this role requires curation, iteration, and experimentation—the sometimes-messy, but beautiful process of creating the tools necessary to build meaningful relationships and cultivate unmissable content in our community.

The Growth Marketing Manager is someone who's humble enough to execute all the minor details needed to get things done. In short, you will oversee every piece of content and campaign before it's seen by our audiences, and you will own and love the responsibility of guiding the tone and professionalism of all of our content. You'll also love tracking metrics, architecting new automations, workflows, inbound funnels, landing pages, and keeping a clean database that enables complex segmentation and coordinates all communications to a multi-constituent audience. In sum, you know how to build an intelligent and sustainable marketing strategy, and you thrive in maintaining rhythms and keeping things on track.

The Growth Marketing Manager is a multifaceted role that is responsible for driving the marketing engine for GAN. You'll work closely with GAN's CEO, COO, Brand Director, and Director of Sales and Account Management team on new initiatives and key strategic marketing opportunities. As mentioned, you don't just execute; you're also a thought leader that drives strategy, sees multiple steps ahead, identifies industry trends, and engages key influencers.



Position Description, Cont'd

Responsibilities

Marketing Strategy

- Applying your expertise in data analysis to see beyond the numbers and understand how our users interact with our products and communications
- Identifying growth opportunities and executing on projects to drive growth and engagement
- Partnering inter-departmentally to develop campaigns to drive new leads into the funnel and support retention
- Partnering with cross-functional leadership and teams (particularly Sales) to ensure marketing goals are met
- Driving the alignment between Sales and Marketing. You'll guide initiatives and processes that support lead management, improved lead quality, enhanced data quality, and data reporting

Marketing Operations

- Managing all marketing operations, using tech such as Hubspot.
- Getting into the weeds with initiatives focused on: attribution, lead scoring, nurture flow, lead velocity, campaign tracking, database health, targeting and segmentation plans, and alignment with sales operations
- Monitoring, analyzing, and reporting on how marketing contributes to pipelines, program ROI, customer acquisition and expansion, and contact lifecycle
- Working to create and define metrics and dashboards that measure the performance of the Marketing and Sales teams
- Driving our marketing database strategy by analyzing gaps in our data, guiding contact acquisition strategy, developing and enforcing practices that ensure data quality, and measuring database health
- Driving the pipeline planning, budgeting, forecasting, and ROI processes
- Managing the AdWords, SEO and paid advertising campaigns

Content

- Source community content for spreading word about news happening within and related to the community.
- Edit all blog and newsletter content written by the GAN staff and work with individual team members to finalize this content on time for publishing, per our regular rhythms.
- Oversee and schedule all publishing of GAN newsletters including management of all contact lists.
- Respond to ad hoc communications/press requests, including editing of press releases sent to the team from our community to send out, making sure language adheres to GAN's brand standards.
- Management of third-party media creators (photographers, videographers, etc.) that help in the creation of GAN storytelling.
- Consistent application of GAN branding across digital materials.



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Position Description, Cont'd

Minimum Qualifications

- You have a Bachelor's degree or equivalent practical experience
- You have 5+ years of previous experience in email automation and demand generation
- You are familiar with and have used HubSpot
- You have a broad background in growth and automation, including across email automation and SEO and SEM strategy
- You have a firm grasp of—and healthy respect for—user engagement
- You have a results-driven marketing background with proven quantitative and analytical skills
- You have high-level excel skills (including, but not limited to, functions, pivots, etc.)
- You are a strategic thinker above all. You have deep experience creating marketing plans, informing and advising teams on the best direction to take on all things marketing, and shifting when you see something isn't working.
- You have previous experience maintaining healthy communications and marketing processes while simultaneously testing and evolving toward strategic improvements for the increased growth and sustainability of a company.
- You are deeply familiar with programs/platforms like WordPress and MailChimp (or can learn quickly).
- You are a truly exceptional writer and content editor who is able to carry the voice of GAN through all our published materials, have an absolutely ridiculous eye for detail, and are a self-identified grammar nerd.
- You care about people and want to be part of a unique team that supports one another.
- You embody GAN's values (see Page 1).
- You have an above-average sense of humor.

Preferred Qualifications

- You have an excellent sense of humor
- You have international experience and wouldn't mind doing some travel, including overseas.

To Apply

Please send your resume and LinkedIn profile to jobs@gan.co. Instead of a traditional cover letter, we ask that you answer the following questions in one page or less:

- Why did you choose to apply to GAN over other companies, and what about working here interests you the most?
- How did you hear about this position?
- What is one interesting thing you have read recently that resonates with you and why?
- What makes you unique in 150 characters or less?

Unfortunately, candidates with incomplete applications won't be considered for this role.



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GAN Benefits Overview

Great insurance: A top-tier insurance plan where the company pays for 100% of your health, vision and dental plan along with a Flexible Spending Account where you can set aside pre-tax money for out-of-pocket medical expenses.

Cell Phone, Parking, & Public Transportation Reimbursement: We'll reimburse you for your cell phone, and any parking or public transportation-related costs (paying for an EcoPass).

Snacks: An allowance for coffee and snacks from any coffee shop while you're working.

Matching Donations: When you donate money to a qualified charity, GAN will make a matching gift to that charity on your behalf, up to \$500.

Fitness Allowance: Use up to a \$50 per month fitness allowance for your gym membership, yoga studio membership, or whatever activity you do to stay healthy.

Professional Development: Admission and travel costs paid for professional development opportunities, industry meetings, and events.

Time Off: We have a generous PTO policy, time off for all major holidays, and up to three days off to volunteer in your community every year.

Remote Work: Post-COVID, work one day a week from wherever you want. Whether it's the mountains, your house, a hut...it doesn't matter.

Sabbatical: Every three years, employees are granted a one-month-long paid sabbatical.

Parental Leave: Maternity and paternity leave for new parents.

Job Costs: We pay 100% of the costs for the hardware/software you need to do your job.

A "Holiday Holiday": We shut down the office every year from Christmas Eve through New Years Day for you to enjoy time with your family or friends.

Reasonable Work Hours: And while this isn't a formal benefit, we encourage 40-hour work weeks. The startup industry often asks people for regular 60+ hour weeks and regular pushes on weekends. We don't want people working more than 40 hours a week in any sustained fashion. In a crisis or if we have a big project, we may require very short-term, extended hours, but otherwise, we strongly encourage working 40 hours a week and getting eight hours of sleep a night.



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Important Final Thoughts

Your Compensation:

Total compensation for this role is between \$55,000 and \$105,000 based on experience, and is made up of a base salary and bonus. We'll discuss this more with you early on as we begin the interview process.

Equal Opportunity Employment:

GAN is an Equal Employment Opportunity employer. All qualified applicants/employees will receive consideration for employment without regard to that individual's age, race, color, religion or creed, national origin or ancestry, sex (including pregnancy), sexual orientation, gender, gender identity, physical or mental disability, veteran status, genetic information, ethnicity, citizenship, or any other characteristic protected by law. GAN is committed to being an Equal Employment Opportunity Employer and offers opportunities to all job seekers including any job seeker with a disability. If you need a reasonable accommodation to assist with your job search or application for employment, please contact us by sending an email to hello@gan.co.