

Growth Marketing Coordinator

YouTube (Contract)

San Bruno, CA

With over 1 billion monthly active users, YouTube's reach is unparalleled. YouTube has become the expressive platform of a generation empowered to shape what matters in culture and society today. Together we are building a truly global destination for creativity, learning, and free expression, and here's your opportunity to help shape the business at YouTube. The YouTube Growth Marketing Manager will be managing processes to deliver high-impact communications and growth campaigns to creators and viewers to deepen product engagement.

Responsibilities: Coordinate notification requests and execution Lead notification strategy for public figures and other strategic business efforts Manage the creation of case studies and use cases which can be used as assets to drive feature adoption Contribute to copy, video, and localization briefs for product feature growth notifications Manage ASO and SEM campaigns to drive app downloads for YouTube's Main App and Kids Contribute to other growth projects as needed

Qualifications: 2-4 years of relevant experience doing growth marketing, product or marketing strategy, or a related field Clear communication skills and ability to closely collaborate with various teams Able to take lead ambiguous problems and move forward independently Able to dig into data and take hypothesis driven approach Project management experience with strong attention to detail Strength in working under tight timeline and an easy-going attitude in high-stress environments

Preferred Qualifications: Experience using emails, notifications, and in product promotions to drive growth at a consumer tech company.

Please respond to Stacy French with your resume and relevant information at stacyfrench@google.com.