

Scorecard: Director of Marketing
Hush, Inc

Why are we hiring for this role?

The Director of Marketing is a key member of the performance-based media buying team and reports directly to Hush's CEO. The Director should be an expert in driving user acquisition and subsequently revenues at a large-scale, preferably for mobile commerce or free-to-play games. The Director will be given the opportunity to recruit, scale, and manage a world class marketing team from the ground up.

Objectives:

- Optimize a 6-figure monthly acquisition budget across Facebook and Google (Mobile Display, Search, YouTube) properties for the Hush app based on ROI.
- Provide regular reporting on progress towards key milestones and detection of fraudulent ad activity.
- Continuously test and evaluate new tactics and channels to acquire new users.
- Establish a process for testing new ad campaigns from ideation to postmortem analysis.
- Find and develop creative solutions for acquisition.
- Work with the product and internal tools team to develop features that improve acquisition and first-time user conversion.
- Work with the BI team to ensure ROI.
- Establish and optimize email marketing campaigns.
- Recruit and manage a top grade team of sophisticated media buyers.

Your Background:

- 5+ years' experience buying, negotiating, and analyzing ad buys emphasized in acquiring users; strongly prefer mobile commerce/free-to-play games media buying experience.
- 3+ years' experience buying on both Facebook and Google's properties.
- 5+ years' experience in management or supervisory role with the ability to inspire, prioritize, and mentor.
- Ability to manipulate and analyze large quantities of data and present it in a layman's report.
- Advanced SQL and Excel skills.
- Bachelor's degree or the equivalent in Marketing or Business Administration or a related field; Masters in Marketing or Business Administration, or equivalent, preferred
- Flexibility to work late nights and weekends, if necessary.

Contact us at hello@shophush.com or visit us online at <https://shophush.com>