

Marketing & Growth Lead – SSA Markets at Glovo

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

Job Description

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Glovo is a Spanish start-up founded in Barcelona in . It is an on-demand courier service that purchases, picks up, and delivers products ordered through its mobile app.[1] It aspires to be a multi-category lifestyle app with food delivery being the most popular offering

YOUR WORK-LIFE OPPORTUNITY:

The Growth Marketing Lead leads growth and engagement initiatives for Glovo's most important products. The team is data-driven and results-focused. The person will have a strong technical, analytical, and product background – with a hunger to make products grow.

Role performance will be evaluated based on New Customer and Recurrent Customer KPIs within a 6-month period. You may also be involved in other tasks requested by your manager due to business needs.

BE A PART OF A TEAM WHERE YOU WILL:

Define Glovo local Marketing strategy, adapting global playbook to local needs.

Define promotional, pricing and point of sale strategy.

Understand local media landscape and define the right mix of digital/non-digital investment to maximize user base growth within the agreed CAC (Cost of Acquisition) targets.

Own the Marketing budget and use it efficiently and wisely.

Track and monitor key Growth and Content metrics providing the appropriate visibility to HQ, the General Manager and the Regional Marketing Director.

Apply your expertise in quantitative analysis, data mining, and the presentation of data to see beyond the numbers and understand how our users interact with both our consumer and business products, identify growth opportunities, and execute on projects to drive growth and engagement.

Manages the country's marketing & growth team

Establishes meaningful business relationships on behalf of the business (Top partners, Media agency, Social Media agency, PR agency, etc).

Works together with Pricing, CRM, Performance Marketing, Brand & Comms teams in HQ to get the local message through.

YOU HAVE:

As a minimum, a Bachelor's / University degree in Business, Engineering or Computer Sciences is required. A Master's or MBA is a strong plus.

Min years of experience in a leading FMCG company or in the E-commerce sector performing in a role of similar or larger responsibilities.

Proven track record of delivering business growth, experienced defining investment strategy and executing integrated marketing campaigns across digital and non-digital channels.

You are aligned with our company values and enact them both in your personal and professional life.

Effective English written and communication skills.

Highly analytical and comfortable dealing with high growth and complex business challenges.

Strong consumer understanding skills.

Have a deep understanding of paid, owned and earned media channels, being comfortable tracking and reporting on established performance marketing KPIs.

Excellent English Proficiency, both oral and written skills.

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