



Customer Acquisition Lead - Acquisition and Conversion Marketing Focus

About Us

We are revolutionising conveyancing by offering reliable, secure and fast online conveyancing.

We are the market leader, focused on making the experience the best it can be for every buyer and seller. We utilise a combination of both amazing technology and dedicated people to deliver a quick and reliable transfer of your property.

We bring together amazing conveyancers from all over Australia and give them the best technology platform to deliver the best results. We partner with the most innovative real estate agents to provide a seamless transfer between the buyer and seller.

You will be joining a rapidly growing, well-funded start-up led by a dynamic team who have successfully executed before.

2019 is our year for growth - as we drive to rapidly acquire new customers focused on our core market segments, and so that's where we need an experienced acquisition and conversion specialist ... and that's where you come in!

The Role

We are looking for a SUPERSTAR customer acquisition lead! This newly created, very diverse and hands-on role is reporting directly to the CEO and Co-Founders and will be responsible for developing and delivering customer acquisition, retargeting and conversion campaigns across both digital channels and direct recruitment and on-boarding of customers (agents etc.). You will also drive customer success by providing world class level of client support and exceptional customer experience.

What you'll be doing?

- Support the implementation & optimisation of our customer acquisition and conversion strategy & growth targets.
- Develop innovative peer-to-peer referrals campaigns for on-boarding of new customers via referral incentives.
- Creating, designing and managing digital and offline campaigns, brand collateral, eDMs, sales materials, as well as social, event and partner-related activities.
- Deliver, create and implement multi-channel, acquisition driving initiatives and campaigns across PPC, display, social media, re-targeting, email and other channels including affiliate channels.
- Be part of the implementation team for digital technology solutions that optimise the on-boarding and UX experience.
- Deliver meaningful acquisition tests and funnel improvements across all acquisition channels.
- Identify opportunities for website improvements across the ConvX platform to increase customer acquisition and conversion on site.
- Generate, edit, publish and share daily content (copy writing, images or video) that builds meaningful connections and encourage engagement in all areas of social media.
- Own, drive & report on key metrics related to acquisition, conversion, channel performance & growth utilising Google Analytics, Salesforce Dashboards and other performance measurement tools.
- Develop customer journey maps for customer acquisition through email in App messaging and SMS that integrate into Salesforce Marketing Cloud.

- Work closely with marketing, digital and agency partners (when we engage them) related to paid digital media, digital content, creative, user experience and technology implementation to executive compelling customer acquisition and conversion campaigns.
- Conduct regular research and ad-hoc data analysis to identify new opportunities for growth.
- Drive the creation of relevant dashboards and reports to measure performance & build insights

The best candidate will have:

- Relevant qualification in Marketing, Digital Marketing and equivalent work experience.
- At least 4+ years of customer acquisition and conversion marketing experience preferably in another start up business that has scaled, or digital business or possibly a lead role in a digital and offline marketing agency.
- Comprehensive understanding and hand-on experience of digital and real world / offline acquisition channels like email, SEM, PPC, and social; is a must along with strong analytical skills.
- Hands-on experience with Google Analytics, Google, Google AdWords, FB Business Manager & other paid advertising tools.
- Comfortable with Photoshop, Adobe suite or similar for generating copy and content
- Proven experience with lead acquisition and online conversions, including audience segmentation, prospecting and audience profiling & targeting
- Manage our social activities on LinkedIn, Facebook, Twitter and other related channels
- Efficiently and accurately execute multiple concurrent projects on a fast-paced schedule, within deadline and aligned with business objectives
- Experience using Salesforce, WordPress, Marketing Cloud.
- A “lean start up” (build-test-learn) mind-set, with a laser like focus on customer growth.
- Proven track record in achieving growth using a “data first” mind-set with comprehensive reporting and analytical decision support processes.
- Excellent communication and teamwork skills
- Project management skills, including timeline management, budgeting and reporting.
- Ability to deliver compelling customer value proposition campaign concepts and deliver copy that drives conversions.
- Team player with a “roll up your sleeves approach”

What we offer you?

Initially, this is a fulltime role, on a three-month contract with flexibility to work from home. The role may have the potential to develop into a fulltime position for the right candidate. The ideal candidate would have experience working for a small start-up up business with the ability to adapt and grow with the business.

Please email your CV and Cover Letter to info@convx.co