



Percent Pledge Growth Marketer

Job description

ABOUT US:

[Percent Pledge](#) powers customized social impact programs, helping companies authentically improve employee engagement, employee retention, and employer brand. Social impact has become a must-have because today's talent cares, but most companies have no solution to help employees do good. That's precisely why we exist, our easy-to-use platform offers a single source for donations, volunteering, charity vetting, and impact reports.

In less than three years, Percent Pledge has made social impact accessible for all, built a growing customer base ranging from high-growth startups to Fortune 100 firms, and helped employees donate & volunteer globally. To accelerate our continued growth, we are looking to add a Growth Marketer to our fully remote force for good.

YOU'LL BE RESPONSIBLE FOR:

- **Develop growth strategy** and plan campaigns to meet qualified lead and revenue goals.
- **Collaborate with the Revenue Team** (Sales, Customer Success, Marketing, Product) on ways to build and scale the Percent Pledge revenue machine.
- **Create full-funnel dashboards** to help us measure, optimize, and scale our marketing efforts.
- **Set up proper website tracking**, create landing pages, follow SEO best practices, and run a/b tests to improve our website's conversion rate.
- **Build out our paid strategy** and execute SEM and social ads.
- **Prioritize, execute, and optimize across digital marketing channels**, including SEO, SEM, social media, and email marketing.
- **Run cross-channel marketing campaigns** in partnership with the marketing and sales team.
- **Seek opportunities to learn** and grow as a Growth Marketer, as well as a member of the Percent Pledge team.

EXPERIENCE/SKILLS NEEDED:

- **3+ years of marketing experience.**
- **Basic knowledge in all areas of growth marketing**, with depth in some of these areas: email/lifecycle marketing, demand generation, product marketing, content



distribution, SEO, website management, conversion rate optimization, marketing ops, and analytics.

- **Core growth marketing competencies** include demand generation, marketing ops, and analytics.
- **Vertical Go-To-Market experience needed.**
- **Examples of marketing campaign execution** across multiple channels, including paid.
- **Experience partnering with content marketers** on content distribution.
- **Experience with HubSpot, Apollo, & Google Analytics** and a desire to try new tools, especially in automation, low code, and AI.
- **Bonus:** Understanding of programmatic SEO and dynamic landing page creation.

THE IDEAL CANDIDATE IS:

- **A proactive self-starter** who takes ownership of their work.
- **Strategic and scrappy.** As an early-stage company, we are still building out our growth engine, you should be excited about the opportunity to get in on the ground floor. You'll be hands-on building and executing tools.
- **Able to thrive in a fast-paced start-up environment.**
- **Strategic and will execute,** being a "player-coach" rather than just a coach.
- **Passionate about social impact.**

SOME OF WHAT WILL BE OFFERED:

- Competitive full-time salary & equity
- Group health insurance benefits
- Professional development budget
- Remote/home office benefits
- New Mac computer
- Opportunity to grow your career at an early-stage startup
- Kind, caring, and fun team

Percent Pledge is an Equal Opportunity/Veterans/Disabilities/LGBTQI employer.

LOCATION: US - remote

TO APPLY, PLEASE FILL OUT [THIS FORM](#).