

The Company:

MyMicroInvest is a "Venture Capital" investment crowd-funding platform that allows anyone to invest alongside professional investors in European start-ups and SMEs, in return for equity or an annual return. Individuals can invest (from €100) in companies listed on MyMicroInvest under the same financial conditions as those offered to professional co-investors.

The platform provides entrepreneurs of start-ups and growing businesses to connect with potential investors and achieve their fundraising goals. Unlike crowd-funding platforms like Kickstarter, Indiegogo or KissKissBankBank, MyMicroInvest gives investors real equity in the companies they fund.

Learn more at: www.mymicroinvest.com

The Role:

This is a great opportunity to work for one of the most prominent tech companies in Belgium and help scale the business using digital marketing and growth hacking strategies. Only apply if you are passionate about online marketing and eager to go the extra mile to get stuff done.

Job description:

Acquisition

- Plan, launch, manage and optimize customer acquisition campaigns across digital channels including paid Search, Social, Display, Mobile, and Affiliates.
- Execute best practices in paid search, continual evaluation and optimization of bidding strategies; uncover new opportunities in keyword expansion and discovery.
- Execute growth hacking tactics for customer acquisition via non-paid channels.
- Execute lead generation campaigns from scratch to the very finish.
- Manage affiliate marketing campaigns with publishers and affiliate networks.
- Acquire new publishers and partners for affiliate cooperation.
- Get results. Deliver growth and profitability.

Optimization

- Manage ongoing A/B testing, including ad copy and landing page optimization to improve click-through and conversion rates.
- Work with the tech team to identify product improvements to enhance customer experience.

Analysis

- Analyze online user behavior, conversion data and customer journeys, funnel analysis and multi-channel attribution.
- Regularly analyze data to develop actionable hypotheses and conclusions.

Reporting

- Track and monitor reporting of campaign results weekly / monthly / quarterly / yearly.
- Generate reports for senior management team on paid advertising performance, optimizations and learnings.

Requirements:

- Fast learning, hard working, always eager to go the extra mile
 - Previous lead generation, growth hacking and user acquisition experience is necessary
 - Previous experience with Google Analytics
 - Superior problem-solving skills with attention to detail
 - A healthy blend of analytical and creative skills, with a strong bias towards getting stuff done
 - Ability to work with minimal guidance and demonstrate self-starter qualities
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What We Offer:

- Competitive salary and benefits.
- A widely varying job with a lot of responsibilities
- An opportunity to challenge yourself and grow with the awesome MyMicroInvest team.
- A fun, fast-paced, challenging and highly dynamic startup environment.

Work Location: Co.Station, Brussels.

Apply Now!

Send your CV and Cover Letter by email to: shehryar@mymicroinvest.com, with the subject line "Customer Acquisition Specialist", state 3 reasons "Why you're best suited for the job?" and tell us "How you would go about finding an investor through online channels? (150 words max)"

We are looking to hire immediately.

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Our team: <https://www.mymicroinvest.com/en/team>

Press: <https://www.mymicroinvest.com/en/press>
