

# JOB OFFER



## GROWTH MARKETING MANAGER

**LOCATION** – Paris, France

**EXPERIENCE LEVEL** – 2-3+ years

**START DATE** – Early March 2022

### ABOUT DESCARTES UNDERWRITING

Descartes was born out of the conviction that climate change calls for a revolutionary approach in insurance to better protect corporations and governments. We work exclusively through brokers to offer a new generation of Nat Cat, parametric and emerging risks insurance products: fully transparent, providing swift claims payment, customized to your client's needs, & more affordable than traditional covers. Utilizing Machine Learning and real-time monitoring from satellite imagery & IoT, our state-of-the-art technology helps businesses bounce back faster.

### ABOUT THE ROLE

In close collaboration with our Head of Marketing & Communications and our Communications Manager, you will be the growth expert at Descartes as part of a rapidly scaling Marketing & Communications team.

#### INBOUND

- Manage SEO of the website
- Support content creation along with Communications Manager and Content Committee from a technical lead generation perspective (for example, research and provide SEO keywords; support SEO keyword distribution across content; create Hubspot forms to download white papers)
- Support the broadcast of content to optimize performance (white papers, articles, webinars)

#### MARKETING PLATFORM & AUTOMATION (Hubspot)

- Implement workflows within Hubspot to improve the conversion funnel
- Support the sales team in marketing email development and deployment
- Guarantee the quality and enrichment of the data in our CRM
- Support the integration between Salesforce, Hubspot and other business tools
- Be proactive and propose ways to maximize the use of Hubspot as part of our demand generation strategy

#### OUTBOUND

- Manage SEA agency and initiatives (Google Adwords)
- Launch campaigns to test different channels (LinkedIn Ads, Retargeting, etc.)

#### STRATEGY

- Along with the Head of Marketing and aligned with the company's goals, define monthly lead objectives and create a strategy to reach it
- Report each month on the KPIs of the different acquisition channels and their conversion rate. Propose a strategy to optimize it.
- Participate in the improvement of reporting tools - Support the creation, management and improvement of existing dashboards to facilitate, clarify and automate all team reports

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### WEBSITE

- Identify and put into place UX/UI improvements to increase the conversion rate of leads
- Manage the back office of the website
- Improve the authority score of the website with backlinks

### GROWTH SPIRIT & MARKET INTELLIGENCE

- Explore and actively monitor good growth marketing / hacking practices, share them with the company to develop a growth mindset
- Contribute to competitive and market intelligence. Your goal is to become the growth expert at Descartes

## ABOUT YOU

### EXPERIENCE & QUALIFICATIONS

- You have at least 2-3 years' experience in growth in a fast growing company (post Series A)
- Hubspot doesn't hold any secrets for you and you are well-versed with Hubspot and Salesforce integration
- You are familiar with tools such as Zapier, SEMRush, Phantombuster
- You have experience in paid acquisition (Google Adwords, LinkedIn)
- You are fluent in English (written and verbal communication required), the working language of the team is English – Good command of one additional language valued
- You can deliver fast
- You will be reporting to the Head of Marketing & Communication

### MINDSET

- Results oriented, high energy, with the ability to work in a dynamic and multi-cultural environment
- Excellent team player with an entrepreneurial mindset and value of diversity
- Motivated to learn and help improve businesses' and communities' resilience to climate change
- Displays autonomy and ownership in his/her work with the ability to take a proactive, hands-on approach to solving current and forthcoming issues
- Coachable, strong desire to learn and commitment to the organization's mission

## HOW TO APPLY

If this sounds like the perfect challenge, please don't hesitate to submit your application and resume on:

<https://www.descartesunderwriting.com/careers/>