



Company Introduction

WarOnCancer is a tech company on a mission to improve mental health for everyone affected by cancer. The company is developing a social media app for patients, survivors and loved ones focused on storytelling/content creation as a driver of engagement.

By uniting on a global platform, we are working towards building an infrastructure where our members can contribute their data to the larger cancer ecosystem, and hence play an essential part in accelerating healthcare and improving research.

Job Description

At WarOnCancer you are not only a Growth Marketer, you are a visionary on a mission to help make the world a better place and you will see the impact of your daily job in the lives of others.

As a growth hacker, you are a cross-functional multi-tasking crazy person. You will channel all your energy on the growth of the WarOnCancer eco-system but also on retention by assuring that our products fit the market requirements. In order to do so, you will use marketing channels, A/B Testing, data analytics, users' feedback, prioritization, optimization and automation. You have an entrepreneurial DNA and will always search to create a growth engine that is predictable, sustainable, repeatable and scalable.

Responsibilities

- Develop and execute our digital growth strategy for acquiring and retaining our users.
- Drive acquisition channel performance to meet new user and revenue targets and perform weekly, monthly, and quarterly analysis across channels.
- Manage direct response programs including Facebook, Instagram, Pinterest, Paid Search, Display Ads and Retargeting, and explore other emerging media and channels.
- Optimize the ad budget to deliver ROI and scale paid media spend, with a focus on social.
- Foster a culture of continuous optimization by developing and implementing a strong framework for iterative testing.

- Optimize the user journey to drive down user acquisition costs and LTV of users higher.
- Scale new and existing direct-response marketing channels with strict adherence to KPIs: you've worked with Facebook/Instagram, Pinterest and Adwords before and live and breathe CPAs, CPCs, and CVRs.
- Ideate and help to build out A/B testing initiatives.
- Build go-to-market media strategies to support new product launches and create awareness within new consumers sets.
- Lead exploration and testing of experimental channels: our social media platform is innovative, and our marketing mix should be too!

Job Requirements

- 2+ years of experience in digital acquisition in fast paced, consumer facing, successful company.
- Hands-on experience setting up and optimizing paid campaigns on Facebook, Adwords, YouTube, Pinterest
- Experiencing creating short form content that converts
- Excellent communication, organizational and leadership skills.
- Relationship building with internal creative/design teams and external agencies (creative, strategy and media buying).
- Experience with data & analytics platforms.

Send your application to career@waroncancer.com.

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