# Job details

Intent on helping people avoid ﬁnancial blunders, Bepoz functions as a personal ﬁnancial software to help users maintain healthy money habits and avoid the regret caused by impulse buying.

Besides helping plan for your splurges, we offer locked vacation savings plans, college funds, retirement, and investment portfolios. Alongside these features, our customers have top-notch fund security and unparalleled 24-hour a-day support.

Due to our recent venture into mobile app channels, we’re looking for a seasoned growth marketing manager to oversee organic and paid customer acquisition marketing. You should be passionate about our products and responsible for developing effective marketing strategies.

# About the company

Bepoz was founded by three medical students who left medicine to focus on their combined innovative software idea. That thought is now known as Bepoz, and we help millions make excellent ﬁnancial decisions concerning purchases and savings.

From a humble beginning in a tech hub at Georgia State University, Bepoz has progressed into an international company over the past 15 years. While headquartered in Atlanta, Georgia, we’ve expanded to Japan, Brazil, Denmark, Nigeria, and Australia.

Our ultimate business goal is to make sure our customers feel secure with us. We're proud to report that our employees also feel conﬁdent in our business as we've never had a layoff since our beginnings. Regardless of your location, reach out to us. We're remote!

# Responsibilities

* Track performance metrics and marketing budgets
* Develop sustainable practices and strategies for privacy protocols
* Manage mobile app marketing campaigns and report to the director of growth marketing
* Lead the mobile application optimization to improve organic trafﬁc ﬂow
* Collaborate with app development, product marketing, product design, and software engineering teams to implement marketing strategies
* Oversee the advertising efforts of the company in the in-app ad ecosystem
* Stay updated about current trends in ﬁntech marketing and app optimization

# Beneﬁts

* $99–146K + yearly bonus
* Insurance: dental, life, medical, and vision
* Remote work
* 3 weeks PTO every 6 months
* 5% matching 401(k)
* $100 ﬁtness package monthly
* Company laptop

# Qualiﬁcations

* 7+ years of management experience in marketing campaigns
* 2+ years of marketing experience in the mobile app landscape
* Bachelor's degree in Communications/Business/Management
* Proven experience in marketing performance analytics and metrics
* Proﬁciency in Google Play Console and App Store Connect
* Familiarity with privacy shifts like iOS 14.5 and SKadNetwork
* Able to multi-task and prioritize while being highly accurate and attentive to detail