

Head of Growth

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Company: Fintech News

Location: , , United Arab Emirates

Category: other-general

baraka (YC S21) is seeking a customer centric Head of Growth to lead and drive their user acquisition, retention, and revenue growth strategies. As the Head of Growth, you will be responsible for developing and executing data-driven growth initiatives to expand their user base, increase engagement, and optimize monetization opportunities. This is a key leadership role that will directly impact the company's growth trajectory and overall success.

Responsibilities

- Develop and execute comprehensive growth strategies to drive user acquisition, conversion, and retention for our subscription-based investment app.
- Build and Lead a team of growth specialists, marketers, and data analysts, providing guidance, mentorship, and fostering a collaborative and high-performance culture.
- Conduct market research, identify target customer segments, and refine user personas to inform growth strategies and campaigns.
- Utilise data analytics and performance metrics to identify growth opportunities, optimise conversion funnels, and drive user engagement.
- Collaborate closely with product, marketing, and analytics teams to define and implement growth experiments, A/B tests, and data-driven optimisation initiatives.
- Drive user acquisition through paid marketing channels, partnerships, influencer collaborations, and other creative growth strategies.
- Implement customer retention and upselling strategies, leveraging personalised communication, targeted offers, and data-driven insights.
- Monitor industry trends, competitive landscape, and emerging growth opportunities to stay ahead of market changes and ensure our positioning remains competitive.
- Collaborate with the product team to identify and prioritise product enhancements and features that drive growth and improve user experience.
- Provide regular reports and updates to the executive team on growth

performance, key metrics, and recommendations for continuous improvement. Qualifications Bachelor's degree in Marketing, Business, CS or a related field. Proven track record of successfully driving user growth and revenue in a subscription-based business or mobile app in a B2C environment. Extensive experience in growth marketing, user acquisition, retention, and monetisation strategies. Strong analytical skills and a data-driven approach to decision-making. Proficient in using analytics tools and platforms such as Google Analytics, Mixpanel, or similar. Deep understanding of digital marketing channels, including performance marketing, SEO/SEM, social media, and influencer marketing. Experience managing and mentoring a team, fostering collaboration and driving results. Excellent communication and presentation skills, with the ability to effectively convey complex growth strategies to stakeholders at all levels. Passion for fintech, financial services, and staying up-to-date with industry trends and emerging technologies. Proven experience in the MENA region will be a major plus. Hiring organization baraka is a wealth app that enables you to invest in a diverse range of assets customized to your goals. They are here to help you learn about building your net worth. Employment Type Full-time Job Location

#J-18808-Ljbffr

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