

Sr. Growth Manager (Product Led Growth)

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Company: Datahash

Location: united arab emirates

Category: other-general

Job Description As the Senior Manager for Product Led Growth at Datahash, you will play a pivotal role in driving the growth of our platform through innovative strategies and initiatives. Working within the Growth department, you will lead the Product Led Growth team, collaborating closely with the Product, Partnerships, and Marketing teams to develop and execute the PLG plan. Your responsibilities will encompass a broad range of activities aimed at optimizing user acquisition, activation, retention, and expansion through our platform.

Roles and Responsibilities:

- Leadership and Strategy Development:** Develop and refine the Product Led Growth strategy in alignment with overall business objectives. Lead and inspire the PLG team to execute initiatives effectively and efficiently. Collaborate with cross-functional teams to ensure alignment and support for PLG initiatives.
- User Acquisition and Activation:** Identify opportunities to drive user acquisition through product-led strategies. Develop and optimize onboarding processes to ensure high user activation rates. Implement growth hacking techniques to increase user engagement and adoption.
- User Retention and Expansion:** Analyze user behavior and feedback to identify areas for improvement in user retention. Design and implement strategies to increase customer lifetime value and reduce churn. Explore opportunities for upselling and cross-selling to existing customers.
- Product Integration and Optimization:** Work closely with the Product team to prioritize feature development based on user feedback and growth opportunities. Continuously monitor and optimize the user experience to maximize retention and engagement. Ensure seamless integration between the Datahash platform and other relevant tools and systems.
- Partnerships and Collaboration:** Forge strategic partnerships with key players in the

industry to enhance the reach and capabilities of the Datahash platform. Collaborate with the Partnerships team to leverage partner networks for user acquisition and growth. Engage with external stakeholders to stay abreast of industry trends and best practices. Success Criteria: Achievement of user acquisition, activation, retention, and expansion targets as outlined in the PLG plan. Increase in customer lifetime value and reduction in churn rates. Positive feedback from users regarding the onboarding process and overall user experience. Successful implementation of new features and improvements based on user feedback.

Requirements Should have 8-10 years of working experience. Proven track record of success in driving product-led growth strategies in a SaaS or technology-driven environment.

Bachelor's degree in marketing, Business Administration, or related field; MBA preferred.

Strong leadership skills with experience in managing cross-functional teams. Familiarity with customer data platforms, marketing automation tools, and ad channel accounts. Excellent analytical and problem-solving abilities, with a data-driven approach to decision-making. Deep understanding of digital marketing principles and techniques, particularly in the areas of user acquisition, activation, retention, and expansion. Strong communication and interpersonal skills, with the ability to collaborate effectively with internal and external stakeholders. 1.

Work From Anywhere: Your office can be anywhere you like. Seriously, anywhere. 2. Your

Hours, Your Call: Work early bird hours or burn the midnight oil. It's all good. 3. Get in on the

Action: ESOP? Yeah, you get a piece of the pie too. 4. Health is Wealth: We've got

you and your family covered, health-wise. 5. Cool Vibes Only: Our work culture is as awesome

as your favorite hangout spot. 6. Epic Offsite: Once a year, we go all out. Think fun, sun, and

maybe a cocktail or two. 7. Coworking Access: Need a change from your home office?

We've got spots.

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