

## Growth Marketing Manager

carestockroom is making a big change for the people who lead small care businesses. We're a new, welcoming online marketplace serving these time-pressed leaders with the products, service and support they need to deliver care services to their customers - the Amazon meets Mumsnet for professional care leaders.

We are partnering with a PaaS marketplace provider, and carestockroom differentiates itself from other places which sell care products in part because of its brand and its digital marketing capability - reaching and engaging audiences with content they care about, including more choice and convenience than other sources of product and information.

We want someone to work with us to take the lead in making our marketing stand out and win the hearts and minds of care leaders. We are a remote working business, so the role is working from home, flexibly part time 2 days per week on a freelance basis for 3 – 6 months.

The Growth Marketing manager will have two key responsibilities:

1. Drive traffic and conversion on our platform through the implementation of effective (digital) marketing
2. Support our seller acquisition effort through marketing support programmes which make us easy to do business with

We need you to be the kind of person that is excited by building customer and seller communities, creating and measuring content and who enjoys growing sales and loyalty.

More specifically, you will maintain our social media pages, and make sure our content is developed to punch above our weight on SEO. You will build and maintain our email (and direct mail) database and communications and design and provide creative for all our communication effort. Working in partnership with the seller team you will ensure the delivery of the promotional calendar.

Your strengths will include:

- Fundamental orientation to being helpful
- Working independently, flexibly, and responsively
- Creative digital marketing and content management
- Design ability for basic online and offline communications
- Relationship builder
- Analysing and creating new ideas from sales and website data
- Problem solving
- Reporting and action planning

Extras that we would love you to have:

- Experience working for or with an online marketplace
- Knowledge of the care sector

We all spend a lot of our lives at work: it's important that as human beings we work with people in ways that feel true to our principles. There will be lots of great people who could do this role, but only some for whom our principles - those beliefs we live by - will feel right.

## carestockroom: our principles

### 1) Default female

- Designed to women's values, priorities, and tastes
- Every customer and seller solution has to work for a woman with commitments as important as work
- Ditto for the way we work within our business
- Ditto for the way we work with wider stakeholders
- ... if we get it really right for women, we'll get it really right for men too

### 2) Relationships, not transactions

- We see every stakeholder as a whole entity, with as much complexity and richness as ourselves, and act on what we see
- We earn trust
- We are invested in the success of each other, our team, customers, sellers, and partners; success as they define it

### 3) Learn and earn together

- We recognise success is built on (many) failures
- Success results from being hungry to learn from everyone and everything – the world is rich with teaching moments when we make ourselves teachable
- Seeing success and failure as a product of a 'system' – of people, forces – reveals more opportunities than seeing it as belonging to an individual
- Being open to learn is hard when you're competing against each other
- Failure that doesn't kill us is an indicator of appropriate risk being taken

### 4) Digital first

- Our assumption is everything can and should be done remotely, asynchronously
- But not everything is done better that way

### 5) Be good ancestors

- There will - we hope - be human beings who come after us: we will try not to f\*\*\* it up for them