

Growth Marketing Lead Sydney Sydney

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Company: Pet Circle

Location: Haymarket

Category: other-general

At Pet Circle, we want to create a world where pets and their families are healthy, happy and spend more time together - and we are looking for fantastic people to help us do that! Over the past ten years, we've scaled to become one of Australia's Top 5 eCommerce companies and the No.1 player in the Online Pet industry. We will accelerate our growth as we continue on our mission to disrupt the way that pet parents discover & shop for the products they love.

The pet industry is booming (it's a \$15billion dollar industry!) and pets are holding bigger spaces in our hearts and homes than ever before. Online penetration of the pet industry is going to grow exponentially in the next 5 years. This is a unique opportunity in your career to be part of our exceptional growth story!

Founded and headquartered in Sydney, our team is now over 700 people strong and are based across Australia, New Zealand and the Philippines.

The Opportunity

We're seeking a dynamic, multi-disciplined marketer to join Pet Circle as our Growth Marketing Lead. This pivotal senior role will drive the expansion of our customer base and elevate our brand's online presence across both SEO and paid media channels. You'll play a crucial part in advancing our cross-channel customer acquisition and retention strategies, integral to achieving our ambitious growth targets.

Reporting to the Director of Marketing, you will play a pivotal role in influencing the strategy and prioritisation of growth marketing initiatives, including SEO involvement in our upcoming website replatform project. Additionally, you will provide hands-on support, and

guidance and share expertise across our paid performance media channels to maximise ROI..

Your Responsibilities Own and manage performance media campaigns - primarily across Paid Search, Meta, Tiktok (and more, wherever we need to be, we'll be).

Work closely with our brand and creative teams to test creative and optimise to maximise conversions and growth.

Oversee and prioritise the strategic direction of SEO initiatives to focus on the highest impact areas and proactively anticipate the impact and requirements of an upcoming website replatform from an SEO perspective.

Maintain a weekly reporting cadence to share performance metrics and insights to manage overall conversion funnel (from media to site performance and conversion).

Identify and focus on the highest impact growth levers spanning creative, campaigns, SEO/website and execute on the changes

Stay on top of industry best practices across channels and creative, and promote best-in-class performance marketing methodology within the company.

Your Ideal Skills, Experience and Characteristics 5+ years experience in a growth/performance marketing role or similar

Experience running paid media campaigns across Meta, Google and TikTok and other relevant media platforms, with a focus on maximising LTV and minimising CAC/CPA.

Familiarity with SEO at a large-scale e-commerce or marketplace business.

Experience collaborating with creative teams to turn ideas into high-performing outputs.

Ability to synthesise and communicate simply on results, key findings, and areas of opportunities to a variety of stakeholders.

Test and learn mindset with the ability to derive key insights from analytics platforms like Google Analytics/Fullstory & Ad Reporting Platforms

Strong believer that creative is a key driver for performance, and understands best practice for grabbing attention across channels

Thrive in an ambiguous, agile operating environment

Roll up your sleeves up mentality and act with drive to quickly launch and test impact

Role Location

At Pet Circle, we believe that collaboration and team connection is key for success. This role will be based in Sydney with a blended working arrangement of up to 3-4 days per week in our pet friendly CBD offices and the remainder working from home (or the office, if you

prefer!)

Why Join?

We're passionate about what we do and our love for pets is the centre of our why.

Becoming a pawsome Pet Circler means you're committed to help shape an entire industry - pretty exciting stuff! We're a stable, innovative and low-ego group of people who relish challenges and aren't afraid to do what's right.

Here's what we stand for;

We're Better Together

We operate with Humble Hearts and Hungry Minds

We truly believe that Pets Matter; pets and pet parents always have a seat at our table

We're Instinctively Curious. Always

What else is in it for you?

A focus on you and your development - think learning tools, stretch projects, focus groups, secondments and other internal mobility opportunities!

We're committed to flexibility and understand that it means different things to different people.

Your wellbeing is non-negotiable. We seek to provide a collaborative, caring and safe environment, allowing you to present your full self each day.

Pet Better with up to 50% employee discount, product sample giveaways and Pawrental leave.

Role Location

At Pet Circle we believe that collaboration and team connection is key for success. This role will be based in Sydney with a blended working arrangement of up to 4 days per week in our pet friendly offices and the remainder working from home (or the office, if you prefer!)

Our working arrangements and your required office day are subject to change in line with business requirements.

Belong at Pet Circle

Our unique expertise unites us to achieve our goal of helping pet parents, pet better. We value diversity in all forms and perspectives, always. No matter your background, please apply if our roles ignite an excitement in you to bring your full self to work each day.#J-18808-

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