Accion Venture Lab

Job Description Bank

Role	Growth Hacker
Title	User Acquisition Manager
Company	Vurb

Company Description

> A direct link to the TechCrunch award adds credibility to this startup

Winner of TechCrunch Disrupt NYC, May 2014 - http://techcrunch.com/2014/05/05/vurb

Vurb enables people to find, plan, and do by connecting them to the most relevant information and tools from apps and services in a single mobile experience.

Remember how we used to "surf the Internet" - fluidly moving from blue link to blue link? Today, the web is fragmented across millions of websites - leaving us with tons of browser tabs and single purpose mobile apps.

Let's reinvent how we use the Internet. Rather than opening up multiple windows or tabs, flipping between websites, or hopping from app to app, Vurb weaves together services and brings them into a unified experience - web or mobile.

> Use of "we" emphasizes teamwork and appeals to candidates who want to become key decision-makers

For example - when planning dinner and a movie, rather than jumping between IMDb, Rotten Tomatoes, Fandango, Yelp, OpenTable, Google Maps, etc., Vurb brings those interactions to you in one cohesive experience.

Location

San Francisco, CA, USA

> While this JD doesn't provide a bulleted list of tasks, it does provide a thorough idea of what the job entails

Summary

As our user acquisition manager, you will be responsible for driving user adoption of Vurb's iOS and Android apps through both paid and organic marketing channels. This is a key Marketing role and will collaborate closely across Engineering, Product, and Design teams. You are ready to make a direct impact on the growth of Vurb by independently managing and executing multiple acquisition campaigns across paid and incentivized channels from Facebook to Tapjoy, while building for organic growth. You won't hesitate to dig into collections of user engagement data to identify target audiences for your acquisition campaigns. Acronyms like CPA, CPI, ASO, SEO, and LTV excite you, and you know how to get creative and scrappy with channel strategies to drive user adoption. A fast-paced startup environment with an opportunity to make a positive impact on millions of users is where you excel and want to be.

Qualifications

- Minimum 3 years of relevant work experience in user acquisition, mobile marketing, online marketing, and/or product marketing/product management in the consumer mobile app space.
- Proven track record of delivering growth from multiple sources including online advertising and/or mobile advertising.
- Experience with or understanding of App Store and Google Play markets.
- Familiarity with mobile app analytics and attribution tools such as Mixpanel, Google Analytics and TUNE is a strong plus.
- Strong time management skills. Ability to thrive in a fast paced environment, and to manage multiple, competing priorities simultaneously.

Perks

Asking for a proven track record over general experience is a great way to find more experienced candidates

- Equity
- Competitive salary
- Medical, dental & vision insurance
- Open vacation and sick leave policy
- Daily meals
- Unlimited snacks
- Monthly team outings
- Top notch equipment
- Dog friendly
- Located near BART in the heart of downtown San Francisco

We're a small but mighty team working on innovating mobile search and looking for team members that want to create experiences that people will use every day. Joining us early means you get to work on what you want with the ability to tackle the big technical challenges that come from creating a new paradigm for the web. We are product focused, design-centric, appreciative of humor, and we truly believe our product will change the way people interact with apps and the world around them.

Role	Growth Hacker
Title	Senior Growth Engineer
Company	AdRoll

Company Description

AdRoll was named the fastest growing private company by Inc magazine this year. We're the first company to bring real-time advertising to companies of all sizes by building the first self-service, intuitive UI.

We're working on ton of interesting projects. We're in the unique position of working with big data and applying machine learning and mining in real-time. We manage 1B requests/day and respond under 25ms.

We make heavy use of Python, Backbone.js, Java/Hadoop/HBase, Erlang, and AWS.

AdRoll Growth is responsible for the tens of thousands of long tail self-service AdRoll customers. We're a small team of technical people that is experimental, data driven and moves quickly. We're the only team beyond Sales that owns a segment of customers from acquisition onwards.

We have latitude in terms of what problems we solve, what tools we use and how we solve them. We're proud evangelists for our customers and in fact, are the only team that sits with customer support and success teams, rather than other engineering and product teams.

> Highlighting the growth team's success within the company informs the candidate that s/he will be joining top performers

Location

San Francisco, CA, US

Summary

A day in the life of AdRoll Growth can include working on our A/B testing infrastructure, implementing a new onboarding tool, working with our BI Analysts, adding a new feature to our product dashboard, or writing an MVP to test out a new idea. All of the team has startup experience, being early employees, going thru accelerators like Y Combinator and everyone has either a Computer Science or Engineering degree (even the product guy).

> This is especially attractive to engineers who can be at odds with sales staff

Qualifications

- Experience building web applications in a corporate or startup environment.
- 3+ years of professional experience with server-side web frameworks and languages (preferably Python)

Skill Sets

- Being proactive, working to solve a defined problem however you feel appropriate and being mostly self-managed.
- Working across the stack: mostly Python/Flask, PostgreSQL, JavaScript (React/JQuery/Backbone) and working with AWS.
- Making decisions based on data and A/B testing new features and ideas.
- Working across both engineering and non-engineering teams to get things done.
- Thinking from a customer's perspective on how we can remove product and/or process roadblocks.
- Knowing when to build and when to buy existing tools.
- Shipping fast over perfection and think perfect is the enemy of good enough.
- Moving fast and breaking only some of the things.
- Working with smart, fun and diverse people in a fast growing company.

Perks

At AdRoll, we like to think we have a Goldilocks engineering team; it's just right. You won't find us stuffed away in a dark corner writing code and you won't see any 'brogrammers' amongst our ranks. We prefer the sense of perspective that comes from a diverse group of people and a healthy work-life balance. When we aren't busy making AdRoll a fantastic place, you'll likely find us tinkering with hardware projects, going on bike rides around the bay, playing some Street Fighter, and spending time with other Rollers.

We strongly believe in team chemistry and have a lot of fun building a world-class company while staying true to the core values that have made us successful. If you are passionate about growth and innovation, then come revolutionize the advertising technology space with us.

Fun, playful language targets millennials