

United Kingdom Jobs Expertini®

Community Growth Marketer

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Company: WiFi Tribe

Location: United Kingdom

Category: other-general

WiFi Tribe is a community of 700 entrepreneurs and remote professionals from all over the world. For the last 7 years, we've been traveling the world together with our members, living in a different city every month.

Due to the pandemic and the remote work movement, the interest in what we do has exploded. We're now expanding our team and looking for a talented growth marketer to help us reach our ideal future members who don't know that we exist yet.

About the Role

In this role, we challenge you to change the game; achieve the kind of growth we know is possible, but have never been able to unlock ourselves.

We have everything a growth marketer could dream of:

A great productA community described by its members as transformative and "life-changing"

Raving fansOver the last 7 years, we've built built a cult-like following (but #wearenotacult)

A strong brandWe're now one of the most well-known (and highest value) brands in this space

A booming market: Digital nomadism has just blown up due to the pandemic and

the remote work movement

What ~~w~~**you** do with that potential? What could you achieve?

From day one, you'll be developing brilliant strategies to reach more of our ideal humans. Of course, it'll be entirely up to you to prove that your strategies work by executing them relentlessly. If you succeed, you will literally be the reason why people found us. You will be directly responsible for a thousand lives changed in a deep and meaningful way. People will meet and experience the best years of their lives, take on adventures together, build life-long friendships, find a cofounder to finally bring their startup idea to life, learn and grow together, find love, and some will even build families... all because of your work.

This position is for a savvy growth strategist, who's hungry for an opportunity to prove themselves a brilliant marketer. For every new hire we bring into the fold, we look for a team member that is so brilliant at what they do that they make us nervous working alongside them. Are you up for the challenge?

Who We Are (Our Culture)

We're obsessed with this community. We have all chosen to join the team, first and foremost, because we love this community; a place where remarkable people from all over the world meet to take on the journey of life together.

We're a tight-knit team. We look out for one another, cheer each other on, and celebrate every win. We're fully remote, and always bouncing around the world, but we take every opportunity to spend time together.

We're as diverse as the United Nations team of 20 (including our extended team) represents 17 different nationalities! Many of us have become permanently nomadic global citizens, as we travel the world side-by-side with our members.

We're small but mighty. Our small size is our strength. It helps us stay agile, creative, and united in the camaraderie of achieving our mission. We're nifty, we're inventive and we don't give up.

We are brave We don't compromise when it comes to our values, our mission, or who we are. Every member of our team has the courage to stand up for what they believe in

and challenge bad ideas. We know that doing the right thing always pays off in the end.

We careWe take full ownership of our work because we take pride in everything we do. We care about how we show up and who or what we're becoming. And of course, we care about our teammates and our community members.

We're explorers at heartWe're curious and adaptable, which is why each of us chose to take on this crazy challenge of building a global community and a startup at the same time. Everyone on the team has lived, worked, and travelled with the Tribe for at least a month – some of us for years. Joining this team means embarking on the biggest adventure of your career... but don't worry, you're in good company.

We lead with humilityWe don't compete for wealth, titles, or status; we're driven by passion and excitement for our mission. There is no space for big egos here.

We treat people rightThere is never a good enough reason to treat someone without dignity and respect. Our golden rule is: treat others the way they want to be treated.

Who You Are

You're a strategist. You're the kind of person who always maps out a strategy before you start something big. You know that if you could just sit for a few focused hours, you can use your creative problem-solving to define a plan of action that will achieve the ambitious outcome you're striving for.

But you're also a doerOnce you've got your strategy, you love to get your hands dirty and DO THE THING. You like to move quickly. You feel like everything you do is just an experiment that either proves your hypothesis right or wrong, and gets you one step closer to your goal.

You set your own courseAs soon as you've got a goal, you know that you'll be able to figure out how to get there. You don't sit around waiting for things to happen. You make them happen.

You're an unstoppable forceYou believe in the power of hard work and persistence. Your drive pushes you forward to surpass expectations and set new benchmarks for

success. You don't need anyone to motivate you. That fire is already burning within you.

You always figure it out. No matter how challenging the project, you always find a way to succeed because you don't give up. You keep digging until you've found what you're looking for. Failure doesn't discourage you; it fuels you. You know there's always a way.

Growth is your thing. The idea of stagnation makes you uncomfortable. You see potential everywhere you look. You're constantly seeking out new skills, new knowledge, and new ways to grow. You're not satisfied with "good enough", you always strive for greatness.

You're a tinkerer. You're always making improvements, big or small. You can't sit still because you know that there's always something that can be made better. You love doing things not just efficiently, but effectively, and to create something that lasts.

You intuitively know how others feel. You've realised that you are naturally gifted at understanding what other people are feeling and experiencing because you're able to put yourself in their shoes, whatever their situation may be.

Data is your friend. For you, data isn't just information; it's the key to understanding, to unlocking new opportunities, to predicting trends. You know that being data-driven doesn't mean ignoring your gut – it means having the facts, statistics, and evidence to back it up.

Things You Might Do

Be a game-changer. Help more of our ideal future members find us and significantly grow the number of (high quality) applications we receive per month

Collaborate on growth strategy and tactics with the founder (also a seasoned marketer)

Fully own WiFi Tribe's external (inbound) marketing strategy. Always come at it from a community and relationship building approach

Create landing pages that hit the nail on the head

Establish and fully own our growth partnerships with aligned organisations/influencers

Hop on a call with some of our most dedicated community members to explore growth collaborations

Define and execute our SEO/blog content strategy (one of the world's foremost SEO experts is in our community and will be able to offer you guidance and training)

Create content briefs and managing a team of writers

Optimise our website to increase newsletter sign-ups

Nurture relationships with our external audience by creating brilliant email sequences and regular newsletters, until they decide to apply to become a member

Support the team with other campaigns and initiatives

Work with our Admissions team and our Community Marketer to create an applicant journey that keeps the right people inspired, excited, and always curious to find out more, whilst gently discouraging the misaligned people from applying

Hire and collaborate with external experts (often fellow members of our community) that can help us move things forward faster

How to Apply

PLEASE READ BEFORE APPLYING: It's not lost on us that our questions require thought, effort and time to complete. Thank you for being willing to put that effort in, we know how challenging and frustrating the job hunt can be.

However, with so many talented applicants, we need to ask such questions to help us identify the most ideal fits to invite for interviews.

But we also want to respect and protect your time.

That's why we encourage you to review the sections above very carefully so that you're 97% confident that you will be one of the best candidates for this role *before* you invest the time to apply.

Our application process has 5 stages:

1 . Please

- 2 . The second stage involves more written questions
- 3 . The third stage is a series of video interview calls
- 4 . We will ask you to provide references
- 5 . The final stage is an interview with our CEO and COO

Requirements

3+ years in a growth marketing role

2+ years in an inbound marketing role

Solid marketing analytics knowledge

Benefits

\$30,000 - \$70,000 p.a. for full-time, depending on level of experience and track record of success in similar roles. We may propose to start part-time for the first months of the contract.

Take on a key role in a growing start-up, with a community described by its members as transformative and “life-changing”, that’s built a cult-like following, and is now one of the strongest brands in a market that has just blown up due to the remote work movement

Work from wherever in the world feel most productive!

\$5,000 Chapter credit: Experience the most adventurous months of your life connecting deeply with remarkable people! Choose from any of our Chapters and travel and work remotely alongside a group of talented but totally down-to-earth remote professionals

Be part of a tight-knit community 700 remote-working, entrepreneurial professionals and build a mighty global network

Sponsored learning resources and conference opportunities

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