



Job Description

Head of Growth Marketing

81 Prospect Street, Brooklyn, NY 11201

E-mail resumes to sam.mcintire@mosaicfoods.com

Mosaic, a Brooklyn-based startup reinventing the \$50B frozen food industry, seeks a dynamic marketing leader to help scale growth — and to join a talented team as an early employee.

Job Title

Head of Growth Marketing

Reports To

Chief Revenue Officer

Responsibilities

- **Own development and deployment of all paid marketing campaigns**
 - Work with the Chief Revenue Officer to generate and oversee Mosaic's paid marketing calendar
 - Structure, deploy, monitor, and analyze paid advertising campaigns on Facebook, Instagram, AdWords, through Direct Mail, and on other platforms
 - Select and optimize Mosaic's media mix to maximize growth
 - Collaborate with the technical team to optimize on-site experience; measure performance improvement via landing page optimization and cohort analysis
 - Own marketing performance and customer acquisition KPIs across channels
 - Analyze performance by age, gender, geography, and other demographics to identify highest-performing customer segments
- **Manage creative development process**
 - Own project management of creative development from concept through execution
 - Identify target demographics and hypothesize high-performing video and image creatives
 - Develop a process that leverages external vendors and consultants to rapidly iterate through test creatives, ensuring high quality and brand alignment
- **Oversee non-PPC growth channels**
 - Formulate and execute an effective SEO strategy
 - Track, manage, and optimize Mosaic's refer-a-friend program
 - Manage relationships with growth marketing agencies, including affiliate partners and SEO / linkbuilding agencies (note that Facebook and Google advertising will be done in-house without agency partnerships)
 - Hypothesize and test other marketing channels and "scrappy" growth initiatives to scale our direct-to-consumer business
- **Optimize LTV through post-signup customer lifecycle management**
 - Create and manage a repeatable process for post-subscription cohort revenue optimization, including upsells and churn reduction
 - Re-evaluate Mosaic's role in communicating with its customers over their lifecycle, including evaluating novel new channels (e.g., SMS)
 - Track customer LTV across segments (e.g., by age; gender; acquisition platform) to optimize CAC:LTV ratio
 - Optimize Mosaic's promotion / discount structure to maximize CAC:LTV ratio

Qualifications

- 7+ years' experience managing high-performing campaigns — either in-house or at an agency — across multiple digital marketing channels (e.g., paid social; affiliate; e-mail, SMS)
- Mastery of both PPC (e.g., Facebook, Google) and non-PPC (e.g., SEO, affiliate, referral) marketing channels and ability to manage multiple people and partners to keep our marketing department humming
- Intimate familiarity with key subscription marketing metrics and business dynamics (e.g., CAC, LTV, retention)
- Familiarity with customer relationship management and value optimization in a subscription setting is a plus
- Excellent quantitative and analytical skills and mastery of Microsoft Excel
- Informed perspective on traits of high-performing creatives; excitement to manage creative development process
- Strong sense of ownership and accountability
- Passion for food and appetite to work in a fast-paced environment
- Openness to a flexible work environment with shifting needs & priorities

Location

We are a Brooklyn, NY-based business, but our team is currently working remotely due to the COVID-19 pandemic, and will continue to do so until it is safe to return to work. Therefore, this role will likely start on a remote basis. That said, it is our expectation that all employees will return to the Brooklyn office once it is safe to do so, and candidates for this role should be prepared to relocate to the New York area once in-person work resumes.

The Perks

We offer all employees competitive medical benefits and unlimited vacation in addition to the many natural perks of joining an early-stage startup: impactful projects, high-level exposure, and exciting growth potential.

But beyond that, we're serious about making Mosaic an amazing place to work. Here are just a few reasons why you'll love being part of our team:

- **Growth:** Joining a fast-moving startup will create outsized opportunities for advancement — and we're committed to providing high performers with room to grow.
- **Autonomy.** Autonomy is important. We'll be there to support you when you need us. But when you don't, we want you to run the show.
- **Access:** Our team is non-hierarchical and collaborates closely across functions. You'll have frequent, direct exposure to leadership and a front-row seat to decision making.
- **Fun.** We're excited to come into work every day — and we think you will be, too!

From the Founders

We started Mosaic with a bold yet simple vision: to put good food on every table.

In 2018, tired of unhealthy fast-food and expensive salads, we (co-founders Matt & Sam) were searching for a way to make wholesome, plant-rich eating easy. Our quest led us to the frozen aisle

of our local grocery store, where we saw disappointing options but incredible promise. We started asking ourselves: could we combine the convenience and affordability of the frozen aisle with the amazing taste and healthiness of plant-forward home cooking?

We launched our first product line in May 2019, and are currently selling direct-to-consumer to customers across the Eastern US. This is just the beginning: there is so much left for us to build. The next few years will be focused on bringing exciting new products to market, making Mosaic available across the country (and through novel channels), and developing a more vertically integrated supply chain. Our vision for the category is as ambitious as it is exciting, and that's why we're assembling a world-class team.

If you're a driven professional who is passionate about food and excited to build a category-changing brand: let's chat.

Mosaic is an equal-opportunity employer. We encourage applications from candidates of all backgrounds.

To apply for this role, please e-mail your resume and a short cover letter to sam.mcintire@mosaicfoods.com.