



MasterRemit
Send money with LOVE

Growth and Digital Marketer (Fulltime or Part time)

About Us

MasterRemit is a fast-growing Australian FinTech company on a mission to change how money is moved around the world. It provides a fast, reliable and low-cost money transfer service for people to send money to their loved ones back home in the most convenient and fastest way possible.

We leverage mobile technology to create a financially inclusive world by giving 'a fair go' to 2 billion of unbanked people around the world, mostly in developing countries to receive money from their loved ones to buy food, pay rent, pay hospital and school fees.

We are diverse team headquartered in the heart of Melbourne CBD. We are a workplace that supports equal opportunities and a culture that empowers, trusts, and respects its employees. We are currently working in a hybrid work environment both office and at home working.

The Opportunity

We're essentially looking for a results-driven Growth Marketer with a successful track record in driving revenue and customer acquisition and customer retention to join our marketing team for full time or part time basis.

Reporting to the CEO, the Growth Marketer will be responsible for building a world class growth and marketing function to support MasterRemit's growth objectives. This role is an individual contributor role today but we plan the Growth Marketer to scale with our company. Given our stage, you'll both set our marketing strategy and goals, and also execute on marketing plans and handle the day to day work.

While your experience is in growth marketing for scale up or high performing business, you understand the importance of a customer experience that reflects our brand and mission. You'll collaborate with product, engineering and customer teams to drive acquisition, engagement, expansion, and retention throughout the funnel. You'll also work closely with product marketing and content marketing to communicate with our customers at the right time, through the right channels, and with the right messages.

Your Key Responsibilities

- Define and develop growth and marketing strategy that will accelerate company growth
- Manage and implement world-class campaigns paid and organic across multiple channels and in-product to drive customer engagement, retention and provide strong return on investment and efficient CAC.
- Analyse all aspects of the conversion funnel, paid campaigns and Google Analytics to identify areas for improvement and implement strategies to maximise these opportunities
- Collaborate with other members of the MasterRemit to influence product direction and execute growth strategies
- Collaborate and engage with other members of the MasterRemit team to define and execute the MasterRemit strategy, optimising opportunities for growth and identifying areas of development.
- Gain a deep understanding of the customer experience to identify and fill product gaps, generate new ideas that grow market share, and obtain product feedback to optimise the customer journey
- Maintain exceptional competitor knowledge and intelligence, to be able to foresee potential product enhancements that will support in achieving market leading status
- Generate weekly, and monthly reporting for all major metrics, goal tracking, revenue tracking, and other paid search KPIs.
- Review existing marketing tools and implement new tools to enhance our marketing capabilities

About You

- Solid experience in a growth and marketing role within a scale up or high performing business
- At least minimum of 2+ years of experience in a growth marketing role.
- Solid experience in implementing and executing organic and paid campaigns across multiple channels (Facebook, Instagram, LinkedIn, Google Ads, and SEO)
- Proven experience in building, leading and executing successful growth strategies
- A strong interest in marketing channels and growth marketing strategies
- Hands-on experience with Google Analytics, and Google Tag Manager
- Previous experience in the fintech or payment space would be very beneficial
- Track record of delivering targeted KPIs in a fast paced environment
- A strong data and customer-driven and know how to leverage these to grow a business and product
- Proficiency in marketing tools and the awareness to recommend new ones

Benefit

- Work at one of Australia's fastest growing Fintech alongside some of the best and brightest
- No formal dress code
- Oh and of course we'll pay you every month at a competitive rate and a consideration for equity.
- An excellent culture, we encourage collaboration, growth and learning amongst the team.
- Work in a hybrid work environment both office and at home working

How to Apply

Please send your current resume and a covering letter outlining why you want to work for us and how you think you can help us grow to careers@masterremit.com. If you'd like to know more about this role before you apply, please call us on 03 9407 1785. To learn more about us, please visit www.masterremit.com