

# Growth Marketing & Analytics Lead @ Ciitizen

San Francisco, CA | Hybrid or Remote | Contractor or Full-Time

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## About Ciitizen:

Ciitizen is a dynamic health technology company committed to improving patient access to their own health data and providing support and resources to make understanding rare and complex diseases feel a little less like finding a needle in a haystack. Our mission is to empower patients, particularly those in the rare disease community, by providing them with seamless access to and control over their medical information. We recently emerged from stealth mode, having acquired unique assets to accelerate our growth. Led by a seasoned founding team with a history of successful exits in healthcare and consumer startups, we're a close-knit, mission-driven group seeking exceptional talents to join us.

## About You:

You love building with great builders. As a fast paced technology startup, we are constantly testing, iterating and improving our product at a high velocity. You help us find the customers that will give us early feedback to shape our product directly, and will work with us to develop and advance products based on continuous learning and improvement. You are incredibly analytical and have strong product intuition based on deep customer empathy. You are an expert at identifying the channels where our prospective customers spend their time both online and offline. You have the finesse to then engage these customers where they are. You are obsessed with metrics and are willing to roll up your sleeves with data - you are a true data scientist at heart. You are a full stack startup athlete that likes to move fast and is passionate about innovation. You are a great fit if you are one of those deeply curious people who likes to test and build new things and is continuously asking 'what if' - What if this existed? What if I tried this?

## Responsibilities:

### *Forward-Thinking Growth Strategy:*

- Develop and execute strategies using your track record of going zero to one and launching successful new products where your efforts directly resulted in the first 10, 50, 1000 customers.
- Constantly generate experimental ideas to push the boundaries of conventional marketing. Identify new channels, creatively engage with those channels and use data to drive strategy and positioning.

### *Scalable Growth Infrastructure:*

- Build and scale infrastructure for growth levers, including viral loops, SEO/SEM, email, social media, and display advertising campaigns.
- Own and optimize growth channels, measuring their success and impact.

#### *Data-Driven Decision Making:*

- Leverage data science to inform product development and growth strategies.
- Obsessively analyze metrics, utilizing your data scientist skills to drive decisions.
- Bonus points for knowledge and experience with programming languages for advanced data analysis.

#### *Marketing Tech Stack Expertise:*

- Hands-on experience with the marketing tech stack, including web analytics, SEO and SEM tools, CRM, email marketing, data visualization, and reporting.
- Build and navigate acquisition strategies with Google, Facebook, TikTok, Reddit and LinkedIn, as well as newly developed channels you identify.

#### *Innovative and Curious Mindset:*

- Continuously explore new ideas across various industries and technologies.
- Be a world-class communicator, articulating how data decisions drive growth strategy.

#### **Qualifications:**

- Must have experience in the zero to one of product growth strategy and launch
- Must be scrappy and self-starting, always having ideas for experiments that push the limits on how things have been done in the past.
- Ability to build and scale infrastructure for all growth levers including viral loops, SEO/SEM, email, social and/or display advertising campaigns, as well as website and mobile app conversion.
- Proven track record of delivering traffic/leads within the rare and complex disease space and contributing quantifiable results from growth programs.
- Highly curious, continuously exploring new ideas across a variety of industries, technologies, etc.
- Bonus points if you have experience that spans B2C and B2B.
- Bonus if you have experience in both in-house and agency experience, going deep into one product and also working simultaneously across multiple products.

#### **How to Apply:**

If you are a forward-thinking Growth Marketing & Analytics professional with a passion for challenging the status quo and driving impactful growth, we invite you to share your background with us.

Please submit your resume and an optional cover letter detailing your relevant experience to [careers@ciitizen.com](mailto:careers@ciitizen.com).

Ciitizen is an equal opportunity employer, and we welcome candidates from all backgrounds to apply.

***Note: This job description is intended to convey information essential to understanding the scope of the position and is not an exhaustive list of skills, efforts, duties, responsibilities, or working conditions associated with it.***