



## **CUSTOMER MARKETER**

The Customer Marketer has a strong understanding of the product and data stack and is driven by end user engagement. You will bring the focus required to bridge the gap between customers and the rest of the organization by exponentially improving the customer experience and translating the customer needs into profitable product improvements. Your impact should directly benefit sales and marketing teams by increasing customer advocacy (including referrals, testimonials, references), identifying cross-sell and upsell opportunities, and increasing loyalty, retention and engagement.

If you are a Customer Marketer who thrives in uncovering data-driven insight and delivering what the customer needs, this is the role for you! A deep knowledge of our clients and market allows us to build a product that will create customers for life.

### **Position Responsibilities**

Reporting to the Director of Product, this position is key to ensuring the needs of our customers are met and exceeded, through data-driven insights that drive customer advocacy and deliver context across the organization.

**Customer Insights & Engagement** - Acting as the customer expert, the Customer Marketer will be tasked with learning and educating the team about our customer needs on an individual and aggregate level. Analyzing insights from customer conversations, user behavior data and product engagement to bring context and data-driven recommendations that benefit the user and increase revenue opportunities.

**Marketing Campaigns** – Create and execute the customer marketing campaigns, as well as programs that drive customer engagement and advocacy throughout the entire lifecycle. You should be familiar with various integrated product marketing techniques (eg. segmentation, ad campaigns, pricing strategies) and working within a cross-functional team

**Data & Insights** – Build and track key metrics across our products to feed data and insights into decision making across the organization. You will also work closely with our concierge team and other across the organization to ensure that not only are our products and services profitable, but that people will love them for years to come

**Technical Understanding** - Use your technical understanding to translate technical details into benefits for the user, understand what is possible in the product to support our Product team

### **Mandatory skills**

- A passion for serving and deeply understanding customers
- Strong quantitative and analytical skills to determine marketing effectiveness and ROI of customer engagement campaigns, as well as general market analysis
- Proven track record working within marketing automation platforms
- Experience working with technical and product teams
- Ability to develop, manage and move multiple projects forward in a manner that aligns with the needs of the business, while managing demanding timelines and competing priorities
- Exceptional communication skills, and an enthusiasm for client advocacy
- Must be able to work in a dynamic, fast paced environment that is constantly evolving
- Additional design, copywriting, or SQL skills considered an asset (but not required!)



## **Who is Virtuo?**

Virtuo is a home concierge company redesigning the entire homeownership journey. By leveraging technology and building a platform around people and their communities, we are creating a connected and streamlined homeownership experience that delivers the promise of home to everyone, everywhere. Our human-powered digital Concierge empowers every person to take control of their home, guiding them from possession to living in – delivering a first-class homeownership experience at every step of the way. We have an awesome service with great people, and now we just need the right people to help us deliver our vision to the world.

As a rapidly growing start-up, everyone on our team is ready to jump in and get their hands dirty - willing to do whatever it takes to advocate for our clients, deliver our larger vision and reach our collective goals. Every day is a little bit different and our team members are flexible and collaborative in their work.

We are adaptable and resilient – we roll with the punches and keep pushing forward to improve and innovate our product and services. We're a tight-knit, straight shooting team – we collaborate and dream big, and are looking for people who thrive within that kind of positive camaraderie. We don't take ourselves too seriously, but when it comes to the business, we are laser focused on our vision and our results show it.

## **How to Apply**

Resumes can be sent to [careers@virtuo.com](mailto:careers@virtuo.com). We look forward to hearing from you!