



Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

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Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/05/02

Growth Marketing Manager / Gestionnaire Du Marketing De Croissance

Job ID 37-7D-75-F6-F0-5F

Web Address

<https://careers.indigenous.link/viewjob?jobname=37-7D-75-F6-F0-5F>

Company Unity Technologies

Location Montreal, Quebec

Date Posted From: 2021-05-28

To: 2021-11-24

Job Type: Full-time

Category: Information Technology

Languages English

Description

The opportunity

Unity Technologies is looking for a Growth Marketing Manager to join our Digital Customer Success team. You will work centrally with the whole Customer Success team, as well as Marketing Operations, BI/Data analysts, Product and Content Marketing, and other marketing focused teams who deliver high-impact digital marketing solutions to support user growth, feature adoption, and customer retention.

Are you a logical and analytical problem solver with a keen eye for detail You enjoy executing, analyzing and optimizing diverse customer-centric digital marketing programs and ideally, have a strong hands-on knowledge of using Gainsight. You excel in a collaborative environment and your project management skills help build successful digital marketing that impacts customer retention.

What youâ€™ll be doing

- Own the implementation of Customer Success teamâ€™s digital operations on Gainsight incl. user journeys and surveys
- Support Program Managers and Success Advisors in maintaining the programs and improving customer engagement
- Lead all aspects of Customer Success programsâ€™ metrics, report on progress as well as test new ways to optimize the overall performance
- Work closely with cross-functional teams and internal partners to build efficient processes, and to ensure high-quality execution and optimization of all digital assets
- Partner with BI in developing automated reporting dashboards in Gainsight

What weâ€™re looking for

- A successful track record in managing customer lifecycle journeys and surveys on Gainsight
- Solid hands-on experience with additional MarTech such as marketing automation platforms (e.g. Eloqua, Marketo), Salesforce, CMS tools, Google Analytics, Google Data Studio, etc.
- Proven understanding of analytical tools and ability to translate sophisticated data into meaningful insights
- Team oriented but independently minded with a focus on results and can-do demeanour
- Familiar with agile working methods, and outstanding project management and communication

skills

You might also have

Previous insight into a Customer Success organization

- Familiarity with defining segmentation in a SaaS environment

Life at Unity

Unity is the world's leading platform for creating and operating real-time 3D (RT3D) content. Creators, ranging from game developers to artists, architects, automotive designers, filmmakers, and others, use Unity to make their imaginations come to life. Unity's platform provides a comprehensive set of software solutions to build, run and monetize interactive, real-time 2D and 3D content for mobile phones, tablets, PCs, consoles, and augmented and virtual reality devices. The company's 1,400+ person research and development team keeps Unity at the forefront of development by working alongside partners to ensure optimized support for the latest releases and platforms. Apps developed by Unity creators were downloaded more than three billion times per month in 2019 on more than two billion unique devices. For more information, please visit www.unity.com.

Unity is an equal opportunity employer committed to encouraging an inclusive, innovative environment with the best employees. Therefore, we provide employment opportunities without regard to age, race, color, ancestry, national origin, religion, disability, sex, gender identity or expression, sexual orientation, or any other protected status in accordance with applicable law. If there are preparations we can make to help ensure you have a comfortable and positive interview experience, please let us know.

How to Apply

Click Apply Now!