



Digital Growth Specialist / Performance Marketer

at Verve Super

Full time — Sydney/Melbourne/Flexible, Australia

In a nutshell

Join a fast growing start up that's here to support women to build wealth and invest in a better world.

We need your help to bring Verve into the lives of more women, non binary people and men who identify with our mission.

Who we are

Verve Super is Australia's first superannuation fund to be founded and led by women and tailored for women. We're disrupting an industry that for decades has failed to provide service to its members.

We do not forget about our members the day they join us (as is the norm with the traditional funds), we offer our members the opportunity of a life-long financial partnership — a supportive community of coaches, guides and fellow members, to ensure all of our members grow the knowledge and skills they need for lifelong wealth building.

We also invest our members money ethically in investment opportunities that support women, our community and our planet.

We need your help to reach more women, non binary people and men who believe in our mission to grow the fund, community and ultimately the impact we have on the lives of our members and all women.



Who you are

When it comes to getting results, you're absolutely driven to achieve them. You're quick to spot challenges and opportunities and finding the solutions gives you a high. You feel as comfortable deep in the numbers as you are presenting insights and using your creativity to contribute new ideas to effectively interpret situations and understand opportunities. You're adaptable and resourceful; you enjoy using data to drive plans and strategy, but you also know that the best laid plans should be slashed, burned and rewritten if they aren't generating results.

You're an entrepreneur at heart, thrilled by the freedom, autonomy and end-to-end decision making that working for a start-up offers. Having responsibility for furthering the growth of an already fast growing brand of the future sounds like a massive opportunity to you.

You know that happy people do the best work, and you're someone who has a good understanding of what makes themselves and others happy in a workplace. You are also the kind of person who will proactively help build the right environment for you and others because you're able to remove roadblocks, give helpful feedback, express your needs and listen deeply.

You're a learner, who loves to:

- gather evidence to inform your choices
- make decisions
- get things done
- learn from mistakes and celebrate victories
- then gather more evidence to see how it really went and make even better decisions.

Picture yourself in the role

You'll be employee number 5, reporting to our COO Alex. You'll be responsible for working closely with our CEO Christina as well. You'll be leading performance marketing at Verve and working with our community manager and content lead to



increase brand awareness, drive positive experiences and support more Australians to join Verve.

Our community is very engaged, and we care about them deeply. Part of our mission is to help women (and other people in our community) to feel heard and listened to. You'll be responsible for helping us refine our understanding of who our community and members are and what they want from us.

If you were here this week you would have:

- Had a discussion with Christina and Alex about Verve's mission and values.
- Taken stock of Verve's current digital marketing and data tools.
- Explored opportunities for enhancing Verve's paid search, paid socials, SEO/SEM and EDMs.
- Monitored growth & acquisition of new members and identified areas of improvement and opportunity across the business.
- Had a discussion with our Art Director about what is and isn't working to engage and excite our audience.
- Chatted with our Community Manager about how to bring Verve into people's lives through financial coaching and content and brainstormed strategies to funnel members through an engagement pyramid.
- Met with some freelancers and briefed them on tasks that you've decided to outsource.
- Had a debrief with the team about what you loved about your week and what you will focus on next week.

The nuts and bolts

This is a full-time role based in Melbourne, Sydney or your home location. Even prior to COVID-19 our team worked flexibly from the locations of their choice, our mantra has always been to find the right people and work with them to develop the optimum working conditions.

The salary range will depend on the right candidate and could include Employee Share Options (this is your business to grow).

Ready to apply?



If you feel like you're ready for your next big challenge and to find out more about us, then please send us your LinkedIn profile or CV, and a cover letter that answers the questions below:

1. Tell us about the hardest growth challenge you've faced. How did you approach it and what did you learn?
2. Tell us about your philosophy for growth. What do you think matters the most?
3. Tell us about the most exciting growth opportunity you see for Verve. How will you explore it?

Email: info@vervesuper.com.au

Other career opportunities at Verve

- [Community & Partnerships Manager](#)
- [Content Specialist / Senior Writer](#)