

Head of Marketing

Location: Toronto / Remote work arrangements possible

The Role

Acorn is looking for a passionate and dynamic Head of Marketing, reporting to our CEO to lead all marketing and growth initiatives for this Venture Capital-backed HealthTech company. You will be responsible for building our brand, PR, developing awareness for Acorn, and executing go-to-market strategies. You should be a hands-on master at developing growth hacks, A/B testing, increasing conversion rates, and using data to generate actionable insights to drive sales. You should feel comfortable in the start-up environment and feel energized and rewarded when you help us achieve great results.

Our values are important to us and set the culture of our company.

1. Integrity first
 - In our science, with our clients, with each other. Always.
2. Collaborate
 - Be kind, supportive, respectful, and inclusive. Be humble and grateful.
3. Show up
 - Take pride in your work. Be dependable, accountable, and disciplined. Strive for excellence - and be agile. Add value.
4. Be curious
 - Ask why. Constantly learn. Create. Innovate.
5. Have fun
 - Enjoy life! Laugh - at yourself and with others. Be passionate about your work.

What You'll Do

- Lead brand strategy including all levers to increase brand awareness such as PR, podcasts, newsletters, all digital assets, and offline media
- Drive innovative growth solutions to accelerate customer acquisition
- Manage all digital growth efforts for Acorn's online presence:
 - Leverage SEO/SEM skills, including keyword research, competitive analysis, and content optimization to increase findability and views on all eCommerce platforms.
 - Work to optimize product detail pages (to increase conversions and grow sales)
 - Create, manage and optimize multiple paid advertising campaigns across social media platforms
 - Analyze qualitative and quantitative data to make data-driven decisions.
- Manage all email marketing campaigns for B2C and B2B business:
 - Establish email marketing strategies and ensure timely execution of email marketing initiatives
 - Grow and optimize current email base and drive referrals through compelling content

- Measure results and optimize campaigns through A/B testing in order to improve open rate, deliverability, click rate, opt-out rate, conversion rate, as well as specific business goals around individual campaigns
- Manage optimisation, performance and analytics of all digital assets:
 - Analyze website performance, user behaviour and customer data to inform data-led recommendations that improve overall UX as well as broader customer experience, sales and marketing strategies

What You'll Need To Succeed

- Post-secondary education in Marketing, Commerce or related experience
- 5+ Years of Marketing with early-stage companies
- Experience introducing new products or companies, either for the first time or in a new market
- Significant experience with marketing technology and operations in order to quickly begin building and scaling a "marketing machine" that will drive growth and retention
- Demonstrable experience establishing and leading marketing strategy in a dynamic and fast-paced start-up environment
- Successful track record of leveraging data and analytics (CAC, CTR, open rate, etc.) to improve results and increase ROI
- Commitment to leading with humility, curiosity, and transparency, with a willingness to roll-up-your-sleeves and dig into the work

Why Acorn

In our lifetime, our own cells will be the key to solving some of the biggest healthcare challenges. Providing everyone with the best opportunity to live long, healthy lives is important to Acorn. We're excited by the potential the future will bring. Join the Acorn team and be part of something great.

If you're interested or know someone who is please send your c.v. to **careers@acorn.me**