



Growth Marketing Specialist (Part-Time, Project-Based)

Organization: MarketingGrowthLab.com
Reports to: Founder
Type: Part-time, project-based independent contractor
Location: Remote

About Marketing Growth Lab

Marketing Growth Lab partners with mission-driven and Effective Altruism organizations to help them maximize their impact, by identifying and implementing marketing strategies & tactics. We focus on measurable impact, conversion growth, and data-driven decision-making.

Role Overview

MGL has grown over the last year, and we're looking for our first hire to support client work: a Growth Marketing Specialist who has demonstrated the ability to increase conversions and can identify, prioritize, and execute growth opportunities.

Do you have an entrepreneurial spark? This is not a full-time role; hours vary by project but will consistently remain part-time. MGL is a lean organization - you'll see first hand what it's like to build and run an org and partner with the founder to create client successes. We have templates and processes already in place so there will be some guidance, however there's also a lot of flexibility to propose your own. Either way, you should be very familiar with growth marketing, marketing analytics, and paid acquisition.

Key Responsibilities

Area	What You'll Do	Behavioral Expectation
Conversion Growth	Audit funnels and identify growth levers.	Demonstrated ability to grow conversions year over year, e.g., increased qualified leads, donations, or signups by 20%+
Analytics	Set up, audit, interpret, and edit GA4 and related tools (e.g., GTM).	Have previously identified tracking gaps, diagnosed performance issues, and implemented fixes that improved measurable results.
Paid Acquisition	Manage and optimize Google Ads campaigns.	Demonstrated experience improving ROAS, CPA, or conversion rates through structured testing and optimization.
SEO	Conduct keyword research and on-page optimization.	Have previously increased organic traffic and/or conversions through SEO improvements.

Creative & CRO	Develop landing pages and visuals in Canva.	Have created high-converting assets and tested variations to improve performance.
Strategic Insight	Translate data into clear recommendations.	Demonstrated ability to spot bottlenecks, prioritize high-impact changes, and articulate bottom-line implications.
Client Support	Collaborate with founder on strategy and execution.	Proven ability to operate independently while aligning with overall growth strategy.

Qualifications - Required

- **Conversion growth:** Demonstrated ability to grow conversions year over year, with specific examples of increasing qualified leads, donations, or signups by 20%+. Demonstrated ability to interpret performance data, identify funnel bottlenecks, and implement strategic changes that improved measurable organizational outcomes.
- **Google Analytics:** Strong working knowledge of Google Analytics (GA4), including setting up, auditing, and diagnosing tracking gaps.
- **Google Ads:** Demonstrated success managing and optimizing Google Ads campaigns with documented improvements in CPA, ROAS, or conversion rate. You can whip up a report in no time showing the biggest KPI drivers with suggestions to improve.
- **SEO:** Strong understanding of SEO, with evidence of increasing organic traffic and/or conversions through on-page, backlink, and technical improvements.
- **CRO:** Experience running structured A/B tests or conversion rate optimization experiments and implementing learnings.

Qualifications - Preferred

- **Technically Inclined:** You're excited by technical challenges, not intimidated by them. If a form breaks or tag stops firing, you can quickly figure out and fix the issue.
- **Design:** Understand design principles, comfortable using Canva to create designs that facilitate conversions (e.g., landing pages).
- **EA Alignment:** Demonstrated understanding of [Effective Altruism](#) principles or prior experience working with EA or mission-driven organizations.
- **Autonomy:** Independently finds high-impact opportunities to improve bottom-line results.
- **Strong Communicator:** You don't over complicate, using language to inspire action.

Compensation

- **Expected compensation:** \$40-50 CAD per hour.
- **Hours:** Work comes on a project basis, so hours will vary from 0-20 per week.
- **Location:** Flexible, minimum 2 hour overlap with PST time zone (Vancouver)
- **Engagement:** Project-based, part-time independent contractor role. You will be self-employed, responsible for your own taxes.

Success Looks Like

- Onboarding and completing client audit work, quickly identifying growth bottlenecks.
- Providing recos that lead to a measurable lift in conversion metrics within 60 to 90 days.
- High-quality strategic recommendations tied to bottom-line impact.
- Proactive identification of new growth opportunities across client accounts.

Sound Like a Fit?

Great! [Apply at this link here](#). Our selection process:

1. **Initial Review:** All applications will be reviewed for experience & alignment.
2. **Short Test Assignment:** Top candidates will be invited to complete a brief project-based assignment.
3. **Interview:** The top 3–5 candidates will proceed to an interview round.
4. **Paid Trial:** The process will conclude with a (paid) trial.