

Director of Growth Marketing – Responsibilities and Accountabilities

About LiviWell

LiviWell is a women's health medical device company focused on intimate care, an area of women's health that has long been overlooked. Our first product, Livi, is an FDA-cleared, single-use intravaginal device for post-coital discharge and odor. It is backed by a 291-woman clinical study and was co-founded by a board-certified urogynecologist. Livi launched in August 2026 at MyLivi.com. We are a small team at an exciting stage: the product is real, the data is strong, and now we need to build the brand.

About this role

This is a remote, hands-on performance marketing role. You will own the day-to-day of Livi's marketing across paid media, social, email, and influencers, working alongside our agency partner GDG and the internal Livi team.

This is a company where you own results, not just one piece of the work. You will look at the numbers every day and use them to decide what to do next. Over time you can take on new areas as the business grows.

Responsibilities

- **Campaign Management Strategy:** Build and manage paid media campaigns across channels like Google Ads, Meta (Facebook/Instagram), and LinkedIn.
- **Advertising and Paid Media Asset Creation:** Develop and guide a consistent, strategic set of creative assets for our campaigns, and partner with Livi team members to produce high-converting ad assets and aligned messaging.
- **Social Content Creation, Posting, and Engagement:** Identify social post themes, create content, and visuals, and keep the brand active and responsive with our community.
- **Influencer Management:** Build and manage relationships with influencers and creators.
- **Affiliate Relationships:** Identify and cultivate affiliate relationships and other potential partnerships
- **Budget Allocation:** Distribute and monitor advertising budgets to minimize waste and maximize financial return.
- **A/B Testing:** Run experiments on ad copy, designs, and audience targeting to identify top-performing combinations.
- **Dashboard Measurement, Data Analysis, and Optimization:** Track key metrics like Cost Per Acquisition (CPA) and Return on Ad Spend (ROAS) to guide real-time adjustments.
- **Performance Reporting:** Share clear data reports and insights with company stakeholders.

- **Insights and Recommendations:** Use performance reporting to identify customer insights, opportunities, and promotion pivots for our campaigns.

What you bring

- Minimum of five years of experience in digital or performance marketing within consumer brands with a preference toward consumer health or wellness brands.
- Both a creative and an analytical side. You can write a caption and read a dashboard.
- Experience in a startup or small-company setting, or a clear sense that big corporate is not for you.
- A desire to own the outcome and a love of learning new things.
- Interest in women's health or wellness, and comfort talking about intimate health openly.

Qualifications

- Bachelor's degree in marketing, communications, business, or a related field, or equivalent experience.
- Direct experience running paid campaigns of \$1-\$10 million on Meta, TikTok, and Google, including budget management and optimization.
- Proficiency with Google Analytics, Shopify, and email marketing platforms such as Klaviyo.
- Experience creating social content and working with influencers or creators.
- Strong skills in Excel or Google Sheets and comfort building simple reports.
- Experience with direct-to-consumer, e-commerce, health, or wellness brands a plus.

Location

Remote, with occasional travel for team time or events.