



Village Nanny Position Announcement: Founding Head of Growth

Key Position Information: Start Date - September 30, 2024 (Flexible)	
Position Title	Founding Head of Growth
Position Category	Executive Leadership
Organizational Department	Central - Growth & Marketing
Team	Executive Leadership
Reports To	Co-Founder & CEO
Location	Remote (with periodic office time at the Atlanta Tech Village)
Salary Information	Equity Only Position (Vested over 4 years)
<u>Required Education & Training:</u> Bachelor's degree or higher in marketing, communications, or related field <u>Reporting:</u> This position reports to the Co-Founder & CEO with heavy thought partnership and collaboration with the Co-Founder and CTO <u>Background:</u> Founded in 2020 by Dr. Brandi B. Kenner, a cognitive developmental psychologist, educator, and social entrepreneur who has launched and scaled several successful ventures to-date, and Eudon Robinson, a career-long corporate technology guru who has worked across consumer, financial, and healthcare industries, Village Nanny is an iOS and Android compatible mobile app that connects culturally and linguistically diverse caregivers with diverse families throughout the U.S. in an effort to create extended kinships and promote caregivers and other domestic workers' economic mobility. <i>Our mission is: to democratize access to culturally relevant, quality care for families while promoting economic mobility and professional growth for caregivers.</i> We have launched our alpha app in Atlanta and as we prepare to launch our beta, we are looking for a driven, mission-aligned, and experienced Founding Head of Growth to join our dynamic founding team, and support us in further building out the Growth and Marketing organization within the company.	
<u>About the Position:</u> Village Nanny is seeking a seasoned, entrepreneurial, mission-aligned Founding Head of Growth with extensive experience in marketing and growth strategies within the start-up tech industry, particularly in two-sided marketplace platforms, and those brands serving families, children, and/or gig workers. The ideal candidate will be responsible for developing and executing a comprehensive growth strategy to increase user engagement and drive app adoption. This position is the perfect position for a seasoned, entrepreneurial, self-directed growth hacker and marketing genius with an ability to direct branding efforts for a successful startup. Note: The final candidate selected for the role will begin accruing equity immediately, and equity will be vested over	

a 4-year period.

Responsibilities

- Develop and implement strategic growth and marketing plans to attract and retain users on both sides of the marketplace.
- Direct branding initiatives to ensure a consistent and powerful brand across all channels.
- Utilize analytics and data-driven insights to inform strategies and monitor performance.
- Collaborate with product and engineering teams to enhance user experience and support customer acquisition and retention.
- Oversee customer acquisition, retention, and reactivation campaigns.
- Direct the testing and implementation of low and no cost customer acquisition and retention tactics.
- Build and direct all growth and marketing teams and channels
- Develop position descriptions and support recruitment efforts for other key roles in the Growth & Marketing vertical.
- Manage and optimize budget allocations across Growth and Marketing channels.
- Foster partnerships and relationships with key stakeholders to drive brand visibility and growth.
- Support CEO with preparation for funder and investor meetings and revision of outward facing pitch decks, messaging campaigns, and collateral.

Key Competencies & Dispositions:

- Strong Executive Leadership Skills.
- Strong Listening & Communication Skills, with a collaborative spirit.
- Ability to set a Growth and Marketing Vision and Direction in alignment with the overall company mission and vision.
- Ability to empathize with potential users and their experiences and stories, and utilize qualitative and quantitative data to reach, attract, convert and retain additional users.
- Strong understanding of digital marketing strategies, SEO, SEM, social media, and content marketing.
- Excellent analytical skills with an ability to translate data into actionable insights.
- Creative thinker with a vision for building and executing innovative growth strategies.
- Strong team management skills with a people-first leadership style.
- Ability to thrive in a fast-paced, unpredictable, and ever evolving start-up environment.
- Excellent problem-solving skills, flexibility, adaptability, and a forward-thinking mentality.
- Self-motivated and open to feedback and support.

To Apply:

To apply, please send an email to Careers@VillageNanny.com that includes the following:

1. Resume or CV
2. Cover Letter detailing your interest in, and suitability for, the role
3. Any relevant portfolio or project links or descriptions.

Join Village Nanny to lead the continued development of an innovative solution that supports families in building extended kinships and support systems, and economically and professionally empowers caregivers across the U.S. and the world!

Village Nanny is a people-first employer, offering a remote working environment and people-first policies and practices. We strongly believe that our company is only as strong as the people that support its everyday growth and functioning, and that the contributions of all team members lead to our success. As a company that holds diverse perspectives and lived experiences core to our mission and purpose, we consider all applicants regardless of race, religion, national origin, gender identity or expression, sexual orientation, age, or marital, veteran or disability status.