



Job Description

LIT Method is looking to hire a Senior Marketing Manager.

Location: Salt Lake City - Hybrid Position

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About LIT: [LIT](#) is a wellness and technology company that is on a mission to make premium fitness accessible to everyone. We teach beginners how to incorporate exercise and strength training into their daily lives. At LIT, we pair a physical training kit with technology to give users video demonstrations and real-time feedback.

VC Backed: We are a fast-growing start-up that professional athletes and multiple VC funds back. We have the resources we need to disrupt the fitness industry.

We're a small team: That focuses on a revenue-per-employee model. We're all about giving you the freedom and flexibility to do your job. We believe in a hybrid model that allows you to work from home 2-3 days per week and come to the office for collaboration and launch events. At LIT....we get LIT!

We're profitable & looking to scale rapidly: We have put all our energy and efforts into creating a sustainable business with strong MRR and low churn. We have big dreams and want to grow as fast as possible while maintaining profitability.

The Role

You think outside the box: We aren't interested in having you implement best practices like everyone else. We are looking for someone who can generate radical ideas that produce

results. You know the limitations of paid search and social and are constantly looking for white space in a digital world. You know how to analyze data and replicate successful campaigns and when to pull the plug on others (when you innovate, there is no failure). Creativity is your secret sauce.

You have proven experience in products and subscriptions: We're looking for someone who understands the importance of CAC & LTV with hardware and subscriptions. You know firsthand how to create high-performing campaigns across different channels to optimize ROAS and capture the right customer.

You've built high-performing email & sms funnels: We're looking for someone who is a pro at building email campaigns in Klaviyo and increasing platform metrics across the board. You optimize each campaign to a specific product and love diving through the data.

You're a leader and love getting your hands dirty: You are looking to take a brand to the next level and have experience with startups. You know how to keep all the marketing initiatives on track and take a hands-on approach. You have the confidence to create, build, and deliver results on a consistent basis.

Interested?

Submit your resume and loom video to Krissy@litmethod.com with the subject line "APPLICATION: Senior Marketing Manager".

When you film your [loom video](#), tell us why you think you are the perfect fit for this team and your previous experience.