



DIGITAL MARKETING MANAGER: USA + CANADA, SEATTLE

Tractive is the worldwide leader in GPS pet tracking. Great design combined with great technology, customer centricity and value have ensured Tractive products stand out from the competition. Tractive's products help keep pets safe and provide owners with peace of mind.

Tractive seeks a full-time Digital Marketing Manager based in Seattle, WA to own customer acquisition marketing for the fast growing US and Canadian markets. The role reports directly to the EVP for the US and Canada and regularly collaborates with European counterparts and support teams.

Responsibilities

- Manage performance marketing planning and execution across all digital channels for the United States and Canada; with particular focus on Facebook, Google, Amazon and YouTube
- Manage ecommerce page conversion testing and optimization
- Collaboratively set and hit aggressive monthly and quarterly acquisition targets
- Manage and monitor multi-attribution funnel and report on results weekly and monthly
- Meet virtually each week with European marketing team members to plan cross-market activities and share updates and insights
- Work on SEO, partnership, email, communication and content creation and other activities as needed

Key Attributes

- You're a relentless optimizer who obsesses over campaign performance line by line and makes daily adjustments. You are driven to understand and out-fox the algorithms, platforms and competitors.
- You see the forest and trees. You live in the details but also step back to identify and propose opportunities for big new strategies, tests, and tools.
- You're resourceful. Need a creative asset in a pinch? Find a freelancer who can turn it around fast. Need expertise we don't have in house? Use LinkedIn to find someone to provide guidance for free. You and the US + CA team are nimble and have a "figure it out" attitude.



- You love collaborating and sharing success of team efforts... but you also can be a one-person band and pull it all together to get it done solo when you need to. Like the characters in all those Fast & Furious movies.

Qualifications

- You love this stuff. You chose performance marketing because it fascinates you and fires you up. You're weird like that.
- You have at least five years of digital marketing experience, experimentation and success. You know what excellent digital marketing looks like.
- You love dogs! Even better, you have or had one. Keeping pets safe and providing pet parents peace of mind sounds like a great thing to get paid to do.
- You would enjoy managing a 20 hour a week paid marketing intern.
- Traveling to headquarters in Austria one to two times a year sounds großartig!
- Seattle location or willing to relocate to Seattle preferred but remote considered.

To apply send cover letter and resume to anbl@tractive.com.