



Position Title

Head of Growth - Rosterfy

Who

Rosterfy is a global leading, end to end workforce engagement platform. We exist to connect communities to events and causes they are passionate about.

As winners of the Australia 'Fast Growth' Sport tech business in 2019, we are rapidly growing with clients across APAC, the USA, Asia and Europe. Our SaaS platform supports large organisations, Not for Profits, local government and major events to better recruit, engage and retain their volunteers and workforce. Some of our more high profile clients include The Super Bowl 2017, 2018, 2019 & 2020, Cancer Council Australia, London Marathon and World Expo. With our head office based in Melbourne, Australia and offices in Denver, Manchester and Dubai, we are an energetic and passionate team driven to evolve and unite communities globally!

Key Responsibilities

We're looking for a talented Growth Leader to help us build out our Go To Market Team and scale the business. Part of this will include driving marketing strategy based on industry insights, which will inform the design and implementation of the user journey. As our Growth Leader, you'll be responsible for leveraging our marketing, brand and positioning, product, and team , and whatever other tools you know and lo, to build a positive and generative relationship between our organisation and our users. You will be a key member of the leadership team, helping to craft go-to-market strategies and then executing on them.

As we scale, you will build and lead a team that focuses on product-led acquisition, activation, and retention. You will know how to strategically use data to optimize funnel efficiency and help us grow in a scalable and sustainable way. Ensuring retention, expansion and referrals will also be key objectives.

Most importantly, you will approach each day with an entrepreneurial mindset: rolling up your sleeves and doing whatever it takes to grow. In exchange, our team is committed to supporting the culture of learning and experimentation that you develop.

Role Responsibilities

- Drive operational excellence for our GTM teams through identification and execution of opportunity areas that create efficiency, remove obstacles, or create improved processes and approaches to the business.
- Develop a deep understanding of our business and sales process, and support our Sales teams to achieve their goals.
- Understand and live our values and culture
- Work with the CEO to review, create and deploy a pricing strategy across our products and regions.
- Expand and develop our existing, and new partnerships to deliver growth opportunities. Drive ongoing online, offline and referral growth strategies.
- Define and deliver go to market plan across, earned and paid channels
- Define and deliver ongoing annual acquisition planning to maximise new customers
- Drive ongoing platform, product and communication optimisation.
- New channel acquisition testing to maximise growth opportunities
- Compile client feedback, learnings, and best practice to optimise the customer experience and promote referrals.
- Conduct insightful analysis using internal and external data (e.g. revenue, product, market, industry) to derive insights that will drive business decisions.
- Apply expertise in quantitative analysis and data visualization to tell the story behind the numbers and provide data-driven recommendations to leadership

About You

- You have demonstrated past success and are eager to learn more.
- 5-7 years of go-to-market experience in a product, growth, or marketing role (some B2B SaaS and startup preferred, but not required). At first, you will be the sole member of this team—VPs need not apply.
- A natural networker: You enjoy building relationships with influencers, early adopters, and brand advocates.
- A storyteller: You get excited about products and the problems they can solve, and can make that excitement contagious.
- Self-motivated: You identify opportunities and roll up your sleeves to make them happen; you're not too good for hands-on execution.
- Not afraid to experiment and willing to risk failing and learning.
- Technology enthusiast who stays up-to-date on the latest tools and best practices and is always striving to make processes more efficient and effective.

Remuneration: Salary, bonus and ESOP package negotiable based on experience.