

Careers

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Geopolitical Futures is in the market for digital marketing director for our subscription-based published product.

This is full-time, remote position. You can work from anywhere in the world but it must be on a US business day time zone.

We offer attractive benefits - including medical, dental and vision - generous PTO, and a flexible work environment. Salary is commensurate with experience.

If you are interested and qualify, please submit your resume and a cover letter and any relevant references.

Duties and Responsibilities

We rely on our subscription model for our revenue. For this reason we must have a successful digital marketing and sales strategy and implementation.

Successful candidates will:

- Create a comprehensive marketing strategy for GPF and supervise its execution, with specific focus on helping define new markets and generate subscription-based revenue
- Plan strategy and be responsible for executing all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize resources spent, manage performance based on the insights
- Brainstorm new and creative growth strategies - plan campaigns ahead, identify key triggers for advertising the product
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to optimize user experience (coordination with analysis, editorial and IT is needed)
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels

- Instrument conversion points and optimize user funnels

Qualifications

BS/MS degree in marketing or a related field

An interest in international affairs

Proven working experience in digital marketing – experience with Mail Chimp

Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns

Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate

Experience in optimizing landing pages and user funnels

Experience with A/B and multivariate experiments

Solid knowledge of website analytics tools (e.g., Google Analytics)

Experience in setting up and optimizing Google Adwords campaigns

Strong analytical skills and data-driven thinking

Up-to-date with the latest trends and best practices in online marketing and measurement

Ability to work independently in a deadline-driven environment

Ability to work as a member of a team

Job Type: Full-time

Please submit your resume and a cover letter and any relevant references to careers@geopoliticalfutures.com