

# Head of Growth

<b>Remuneration:</b>	R45000 - R55000 per month negotiable basic plus commission
<b>Benefits:</b>	Fully Remote work, flexible working hours, attractive travel incentives, flat hierarchies,
<b>Location:</b>	Cape Town
<b>Remote work:</b>	Only remote work
<b>Education level:</b>	Degree
<b>Job level:</b>	Management (Jnr - Mid, 1-4 yrs)
<b>Travel requirement:</b>	Occasional
<b>Type:</b>	Permanent
<b>Company:</b>	<a href="#">Viatu</a>

We are looking for a head of growth who is passionate about travel and is ready to lead our team through the next growth phase of our business. As the head of growth, your primary responsibility will be to generate high-quality leads by developing new partnerships and growing our existing digital marketing channels.

## Who we are:

Viatu is the next-gen travel platform that lets you design and book your next adventure of a lifetime all in one place. Thanks to our technology we enable travellers to explore previously inaccessible destinations with ease and book them with confidence like the gorilla trekking in Rwanda, Hiking the dunes in Namibia, or witnessing the world's best safari during the Great Migration. With Viatu we promote nature-based travel ensuring that travel remains a positive force for people and the planet alike.

## Values:

Innovation is at the heart of everything we do at Viatu. We are constantly challenging ourselves to find new solutions and craft better travel experiences for our guests. We wake up excited about the challenges ahead and ready to make a change. We take calculated risks because we believe that change is positive and fosters progress. Progress is important to us because only through progress can we make travel more sustainable and enjoyable for everyone.

## Role and responsibilities:

As our head of growth, you will join our leadership team and oversee all aspects of our lead generation and marketing strategy. You have at least five years of relevant experience in deploying successful growth strategies and a proven track record of growing revenue in a fast-paced environment:

### B2B lead growth and management

- Manage, maintain and grow all our existing partnerships for lead generation
- Develop new B2B partnerships such as hotels, lodges, event organisers, conferences, travel platforms and loyalty programmes
- Expand our partnership in line with our growth strategy for new languages, markets and destinations
- Develop and execute strategies to increase leads from B2B partnerships
- Track and measure the performance of partnerships

## B2C lead growth and management

- Develop and implement a referral program for Viatu travellers
- Work with influencers to promote our brand and generate leads
- Grow our email subscriber list and newsletter engagement
- Develop and execute strategies to increase website traffic (organic and paid)
- Track and measure the performance of B2C channels

## Sales and marketing operations

- Collaborate closely with our sales team and product team to expand our offering into new languages, markets and destinations
- Keep track of the quality and performance of the leads generated through your channels
- Implement a KPI framework to measure and improve our lead generation
- Use our CRM, dashboards and digital tools to optimise your lead generation strategies
- Collaborate with our tech team to automate screening and sales processes

## Leadership

- Influence the development of our internal tech tools in collaboration with our marketing, product and tech team
- Manage and execute ambitious sales OKRs and align them with other departments
- Support the personal and professional growth of our sales team members

## Required:

- Five + years of management experience in partnership development, growth hacking or digital marketing
- A proven track record of growth hacking and partnership management
- Experience in leading a fast-growing company with a hands-on approach, ideally at an early-stage startup
- In-depth knowledge of a modern CRM system and the ability to automate and design processes
- Excellent communication, leadership, and presentation skills
- A data-driven and analytical approach
- A customer-centric and solution-oriented mindset
- A bachelor's degree in business, marketing, or a related field
- A strong network of contacts and relationships in the travel and tourism sector is a plus

## Compensation:

- Monthly gross salary R45,000 - 55,000
- Additional performance bonus based on target achievement
- Attractive stock option incentive

## The good stuff - As part of our team, you will enjoy:

- Working in an international and dynamic environment that nurtures your personal and professional growth
- Working on exciting projects with some of the world's leading brands in tourism
- Working with the most talented and motivated minds in our industry, including former Googlers, Booking.com engineers, and Rocket Internet executives
- Having flat hierarchies and agile decision paths
- Having a competitive compensation package with long-term incentives and stock options
- Getting access to attractive travel incentives and educationals for yourself and your family
- Having flexible working hours and the option to work remotely
- Having a direct impact on people and planet in the destinations we operate in

## Location and reporting

Our ideal candidate is based in either Cape Town, South Africa or Europe. You will report to our CEO and have frequent

interactions with our management team and our sales team.

*\*Viatu is an equal-opportunity employer and values diversity. We do not discriminate on the basis of race, religion, colour, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.*

## Company Description

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