



POSITION	Growth Marketing Manager
SALARY	Commensurate with experience
EMPLOYMENT TYPE	Full-Time, 12 month contract
LOCATION	Sydney
START	ASAP

batyr is a 'for purpose' preventative mental health organisation, created and driven by young people, for young people. We run programs that help smash the stigma surrounding mental health and empower young people to reach out for support. We help create supportive communities.

We are an energetic, fun and dynamic team who are passionate about changing the way we speak about mental health. Excitingly, we are on the hunt to build our team with even more passionate, skilled and driven people to continue to develop our high-performance culture and expand the reach and impact of batyr. If you want a workplace where you can bring all of your full, weird and wonderful self to the office each day, this is the place.

Over the last twelve months we have been working on our first digital product - a storytelling app for young people and we are starting to build an in-house team. This app will give young people across Australia the chance to have their voices heard, a place where they can safely share life experiences and talk about how they have overcome tough times.

We are all about creativity and so stories can be created through music, art, writing and videos! This isn't just about mental health, it's about navigating tough times and these stories could be about anything from difficult breakups, to bullying, to surviving the bushfires or dealing with COVID stress. We're designing this tool to:

- Help people take control of their lives through stories
- Make inspiring content accessible for young people around Australia
- Increase mental health literacy and encourage help seeking behaviours
- Give young people the opportunity and power to influence key decision makers like government departments and to change the world for the better!
- Oh... and of course to SMASH the stigma!

Ultimately we care about young people across the country and want to help create a world that listens to and learns from young people... so if this gets you excited and you're dead set on helping us grow engagement and have a positive impact on young people we want to hear from you!

batyr is committed to providing a safe, culturally appropriate, inclusive environment for all people, regardless of their ethnicity, faith, disability, sexuality, or gender identity. We believe that everyone's voice is valid and worthy of being heard and because of this we strongly encourage people from all backgrounds to apply, especially those from minority or marginalised communities.

about you

The idea of building something from the ground up excites you and you excel in a small, agile working environment. You're a target driven individual but you love delving into the detail of your audience, building archetypes as vivid as your own family members. You meditate to a mantra of 'hypothesis-driven experimentation' and are creative in your approach to facilitating massive growth. Always curious and always learning you're a creative, solutions-focussed thinker with a can do attitude.

As with all of our employees, you will have an active interest in tackling the stigma in young people around mental health, and are aligned to batyr's five values; empathy, inclusivity, balance, positivity and boldness.

position summary

This app is a brand new initiative from batyr which aims to create a digital platform to amplify the voices and stories of young people. We are moving into the second year of a three year project commissioned by the Federal Government and with our prototype ready to launch we are super excited at the prospect of pursuing a whole new way to smash the stigma and promote positive conversations about mental health. To ensure the longevity of this new channel for impact we need to engage as many young people as possible with the platform.

Reporting to the Head of Data and Insights, this role will work alongside the product team to develop and execute marketing strategies designed to grow the user base of the platform. Ideally, we're looking for someone with experience developing and executing models for product growth focusing on acquisition, retention and referral. This role will be key to the success of the product and requires someone who is excited to develop and execute on opportunities for a new platform.

key responsibilities

- Develop and execute marketing strategies to drive growth in the platform awareness and app installs
- Acquisition, retention and referral - develop, execute, measure tactics to continuously improve these three levers with strong experience in email marketing, social media and content
- Evaluate and test new growth opportunities
- Content marketing - Develop and execute content strategies, with a strong focus on the power of peer-to-peer storytelling
- Grow our active user base and convert story consumers into story creators
- Paid marketing campaign optimisation and management
- Effectively manage stakeholders both internally and externally
- Report key metrics and insights
- Work in conjunction with the Business Development Manager, Strategy leads and Product team in providing relevant content to drive prospects/funders down the sales funnel
- Build relationships with and manage external vendors e.g. marketing agencies.
- Analyse traffic metrics and measure and review the effectiveness of campaigns based on key objectives for the app

essential selection criteria

- 2 - 5 years working as a Growth Marketer with experience in developing and executing marketing strategies to drive product growth and lead generation
- Expertise in digital marketing and executing in social media platforms (primarily Facebook, Instagram, Tik Tok)
- Experience in executing successful end to end campaigns (including paid media)
- Demonstrable proficiency in acquisition strategies and tactics with sound knowledge on how they differ from retention and referral tactics and how to measure their success
- Strong campaign conceptualisation skills and the ability to bring your ideas to life
- Ability to map customer journeys across multiple touchpoints and optimise funnel drop off points
- Solid knowledge of analytics tools - App analytics tools a big plus
- You understand how to analyse data and use it to consistently improve campaigns, CPC, CAC, etc

- An active interest in positively tackling the stigma around mental health
- Experience with Adobe Creative Suite (Photoshop, Illustrator) is greatly preferred

desirable selection criteria

- App marketing experience will be highly regarded
- Experience designing for a youth target market
- Relevant tertiary qualifications and additional relevant training
- Experience in video editing is a plus

working with us

At batyr, we care deeply about those we welcome into our work-family and do our best to support our team. We do this by:

- providing all permanent staff with a wellbeing budget that you can use on a gym membership, a new surfboard, pottery classes, music lessons, a spa treatment, a new book... almost whatever you need to help keep you feeling good
- providing ongoing professional training and wellbeing sessions
- wellbeing leave - your personal leave doesn't just have to be for sick days, at batyr you can also use this leave to support your mental health and wellbeing
- mid-year and start-of-year retreats
- flexible working arrangements
- salary packaging up to \$15,900 pa - because we're a not for profit, you can choose to receive a proportion of your wage as a reimbursement of personal expenses, with no income tax payable on this money
- a bring your own device policy, with reimbursements for using your own phone and computer

how to apply

Please email your cover letter and CV to careers@batyr.com.au by 9am Monday 4 January with the job title and where you saw this ad in the subject line.

batyr is a safe and inclusive workplace. Those from minority or marginalised communities are encouraged to apply. This includes, but is definitely not limited to, people with a lived-experience of mental ill health, Aboriginal and Torres Strait Islander people, culturally and linguistically diverse people, LGBTQIA+ people, and people with disabilities.