



<https://heenok.com/careers/open-roles/growth-and-strategy-manager/>

Growth and Strategy Manager

Description

The Growth & Strategy Manager will be responsible for driving the strategic vision and growth initiatives at Heenok. This role requires a strategic thinker who can identify opportunities for growth, develop actionable plans, and implement strategies to help the company achieve its long-term goals. You will work closely with the leadership team to ensure that all growth-related activities align with Heenok's vision and objectives.

Responsibilities

- Develop and execute growth strategies to increase user acquisition, engagement, and retention.
- Identify and analyze key market trends, user behaviors, and competitors to inform strategic decisions.
- Work closely with other departments (e.g., marketing, product, customer support) to align growth initiatives across the company.
- Develop and track key performance indicators (KPIs) to measure success and guide decision-making.
- Manage and optimize the user acquisition funnel to improve conversion rates and overall user growth.
- Build partnerships and collaborations that drive strategic growth for the company.
- Present strategic insights and recommendations to senior leadership on a regular basis.

Qualifications

- Proven experience in growth strategy, business development, or a related field.
- Strong analytical skills with the ability to interpret data and turn insights into actionable strategies.
- Excellent communication and leadership skills.
- Experience with digital marketing, user acquisition, and retention strategies.
- Ability to work in a fast-paced, dynamic environment while managing multiple projects.
- A passion for innovation and helping companies scale.

Job Benefits

- Work in a collaborative, forward-thinking environment with a growing team.
- Be a key player in shaping Heenok's growth trajectory and success.
- Opportunity to work remotely and grow with the company as it expands.

Contacts

If you believe you have what it takes to excel in this role, we'd love to hear from you! Click the **Apply Now** button on our website to get started. Here's what we'll need from you:

Hiring organization

Heenok Technology Limited

Employment Type

Full-time

Industry

Technology

Job Location

Remote work from: Nigeria

Working Hours

The role offers flexibility, emphasizing deliverables over rigid working hours, making it ideal for self-motivated individuals.

Date posted

December 1, 2024

1. **Your Personal Information**

2. **Your CV/Resume** – Showcase your skills and experiences.

3. **Your Growth Document** – Share your unique plan (not more than 2 pages) on how you can help Heenok achieve its vision with this role you are applying for.

We're excited to learn about you and your ideas. If you have any questions about the application process, do not hesitate to reach out to us.