

Brief for the position of:

Vice President of Growth

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Description Who We Are:

Same Seats. Better Prices.

Among the fastest growing technology companies, TickPick is reshaping the secondary ticket marketplace, putting money back in the wallets of live event-goers. Since inception, we have saved our customers over \$55 million in service fees. Our BestPrice Guarantee backs up our promise to deliver better prices than our competition.

For the last five years, TickPick has been named a Deloitte Technology Fast 500 award winner and has landed on lists of Inc. 5000's and Crain's New York Business' Fast 50.

If you are passionate about concerts, sports, theater or all of them, and want to see your skills and experience have a direct impact on a fast-growing company, TickPick is the place for you. We are building a diverse team, committed to providing the most innovative, transparent, and cost-effective ticket marketplace in the industry.

Who You Are:

TickPick's VP of Growth will be an experienced growth marketer, with a strong quantitative skill set and deep technical understanding of customer acquisition, across both web and mobile marketing, and a desire to drive scale through automation.

You will be responsible for strategic leadership and day-to-day optimization of our growth marketing efforts. You will be a paid search (SEM/PPC) expert with a passion for analyzing and synthesizing complex data sets to develop strategies that maximize channel performance.

The ideal candidate will be responsible for ensuring that all growth marketing resources are utilized in an optimized way, and will collaborate with the product, data and engineering teams for a unified growth strategy. If you are passionate about concerts, sports, theater or all of them, and want to see your skills and experience have a direct impact on a fast-growing company, TickPick is the place for you.

- You are a self-starter who is solutions-oriented, thrives under pressure, enjoys fast-paced

work and is motivated by success.

- Strategy Development and Thought Leadership
- Build out a robust, full funnel growth marketing strategy and lead our growth marketing team in its day-to-day execution to support TickPick's long-term growth objectives
- Actively strategize, investigate and execute hypothesis testing in each channel to optimize performance and drive incrementality
- Understand the unit and LTV economics of the business to ensure growth strategies support long-term profitable growth
- Identify and cultivate new channels, and play an active role in driving our marketing technology stack
- Growth Marketing Oversight, Execution and Monitoring
- Oversee performance tracking and utilize/improve our approach to attribution to drive decisions around budget allocation, ROI, and forecasting
- Monitor LTV trends and new customer segments, adjusting ROAS targets accordingly across channels
- Understand and define growth KPIs and what levers the business has to impact those KPIs to drive business results
- Automate campaign set-up, execution and measurement, in collaboration with the data science and engineering teams, to improve results and drive scale
- Lead the SEO roadmap to exploit traffic and revenue driving opportunities
- Partnership Across the Broader Organization
- Align closely with Creative and Brand Marketing teams to develop and test high performing messaging that communicates the TickPick value proposition
- Collaborate with data science, product and engineering teams to automate discovery and creation of audiences based on first and third party data to improve media effectiveness
- Collaborate with cross-functional team members across finance, operations, supply relations, and partnerships to support organizational priorities and plans
- Team Leadership and Growth
- Hire, lead and coach a growth marketing team, along with select contractors or partner agencies
- Set clear targets and KPIs for each channel owner to ensure team members are action oriented and constantly improving results

- Collaborate directly with the CMO to build a long-term roadmap for the team, our partners and our marketing technology stack to meet our long-term goals
- 7-10+ years in marketing and growth leadership roles; proven track record in a high growth business within an e-commerce, marketplace or B2C business
- Deep experience with SEM, including building automation/scripting to drive scale, and strength in leveraging smart bidding and manual bidding strategies; SA360 experience a plus
- Hands-on experience in multiple platforms; ability and desire to roll up sleeves, get dirty and have fun in platform when needed
- Strong quantitative and analytical skills with deep experience managing and leveraging web analytics, mobile measurement platforms, and tag management platforms for growth
- Experience combining first party data with third party data sources to power media, including Google Ads, Facebook, and other ad networks and platforms
- Strong problem-solving skills, with the ability to come to rigorous and defensible solutions to complex and open-ended problems
- Experience using Looker or other BI tools to develop insights and drive impact; proficient in data analysis (XLS skills a must)
- Prior experience managing SEO a strong plus

At TickPick, we know that diversity of all types, in an environment that pursues equity and inclusion, strengthens our organization's culture. When our employees are representative of the communities we serve, with diversity in demographics and a broad set of backgrounds, we provide a superior experience for both our customers and our employees.

Fostering an open and supportive environment where our employees are empowered and encouraged to bring their whole selves to the table enables TickPick to thrive. The diverse approaches and collaborative problem solving that result enable us to provide an innovative, nimble, and creative marketplace for our customers and sellers.

This belief is central to who we are and what we do, and we are proud of it.

TickPick, LLC is proud to be an equal opportunity employer open to all qualified candidates regardless of race, color, religion, national origin, gender, sexual orientation, gender identity or expression, age, mental or physical disability, marital status, citizenship status, military status, protected veteran status or any other category protected

- Health Care Plan (Medical, Dental & Vision)
- Retirement Plan (401k, IRA)
- Life Insurance (Basic, Voluntary & AD&D)

- Paid Time Off (Vacation, Sick & Public Holidays)
- Family Leave (Maternity, Paternity)
- Training & Development
- Free Lunch & Snacks

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