

Growth Manager | Remote

About Memrise

Memrise is on a mission to make language learning actually work — and actually fun. We've helped millions of people around the world go from nervous beginners to confident speakers, and we're just getting started. We're a small, ambitious team that moves fast, cares deeply about our learners, and loves a good experiment.

The Role

We're looking for a Growth Manager who combines sharp analytical thinking, creative judgment, and AI-augmented execution. This is a hands-on role for someone who can look at data, decide what to do about it, and ship experiments at velocity.

Your focus: CRM and lifecycle marketing — building campaigns, running tests, iterating based on results. Right now, our biggest priority is revenue and conversion: turning engaged learners into paying subscribers. As we build on that foundation, we'll shift toward engagement and retention.

How you'll work: You'll use AI tools extensively to handle repetitive execution work so you can spend your time on high-judgment decisions: which experiments to run, what messaging will resonate, how to iterate based on results.

If you're the kind of person who sees "billings down this week" and immediately thinks "here's the test I want to run and why," and who's already using AI to 10x your output, we'd love to meet you.

What You'll Be Doing

Strategy & Decision-Making

- Analyse campaign performance and billings data to decide what to test next
- Design experiments within our executable levers: email, in-app messages, push, pricing changes, discount levels
- Set pricing and discount strategies to hit revenue targets
- Analyse results, identify patterns, and iterate toward what works

AI-Augmented Execution

- Build, QA, and launch lifecycle campaigns in CRM (Braze) covering onboarding, engagement, conversion, and re-engagement
- Use AI tools to speed up campaign creation, content generation, and data analysis
- Own segmentation, scheduling, A/B test setup, and performance tracking
- Document learnings so the next experiment starts smarter

Creative & Content

- Draft messaging that connects to customer motivations (or prompt AI effectively and refine the output)
- Create email copy, push notifications, and in-app messages that resonate with real JTBD, not generic marketing speak
- Collaborate with Product and Engineering on growth features that touch CRM

What We're Looking For

Core Skills (Non-Negotiable)

- Analytical thinking — You can look at campaign performance data, connect it to billings targets, and decide what to test next. You understand what "CVR dropped 0.3% for this cohort" means and have opinions about whether to adjust pricing, messaging, or targeting.
- Creative judgment / taste — You can draft messaging that connects to customer motivations, or prompt AI effectively and recognize when the output is good vs needs iteration. You understand the difference between "Learn faster!" and messaging that speaks to real JTBD.
- AI-augmented execution — You're already using AI tools to speed up your work (content creation, data analysis, campaign setup), not as a future skill but as how you work today. You know when to automate the repetitive stuff so you can focus on the high-judgment decisions.
- Ownership mindset — You don't need detailed instructions for every campaign. You can take "billings are down this week" and turn it into "here's the experiment I think we should run and why" — then build it, QA it, and ship it.

Experience & Background

- 3–5 years in growth, lifecycle, marketing, or analytical roles where you owned outcomes (not just execution)
- Already using AI tools in your day-to-day work — this is not a "nice to have," this is how we work
- Comfortable running A/B tests and interpreting results
- Track record of taking initiative: "I saw X problem, tested Y solution, here's what happened"
- Platform experience (Braze, Iterable, Customer.io, etc.) is nice but not required — smart people learn tools fast

What We Mean by "AI-Augmented"

- You use AI to draft campaign copy variations, then apply your judgment to pick/refine the best one
- You use AI to speed up data analysis (spot patterns, generate hypotheses), then validate with your analytical thinking
- You automate repetitive tasks so you can spend time on strategy and creative
- You know the difference between "AI can do this" and "this needs human judgment"

Bonus Points For

- Portfolio of messaging you've written — show us your taste
- Specific examples of how you've used AI to 10x your productivity
- Comfort with analytics tools (we use Metabase)
- Previous work in subscription/freemium/consumer apps

What Good Looks Like After Year One

Autonomous decision-making: You're regularly proposing experiments without waiting for direction

AI-powered velocity: You're shipping experiments faster than expected because you've automated the repetitive stuff

Data-driven iteration: You can articulate what's working and why, and your hit rate on successful experiments is improving

Earned trust: Colleagues feel comfortable saying "you own lifecycle revenue" and knowing you'll figure it out

Cross-functional respect: Colleagues across all disciplines genuinely enjoy working with you