



Head of Growth Marketing

Our Purpose

Our mission is to eliminate packaging waste from the planet. We create the opportunity for brands to adopt our cutting-edge compostable packaging to replace all the wasteful packaging from the world. Compostable packaging literally gets eliminated after it is used and helps drive adoption of composting which has game-changing ecological benefits. We are growing 100% a year and looking for people who have a love for the planet, humanity and great problem-solving (yes, this is hard stuff!). “Openness” is the #1 mentioned characteristic of our culture. Openness fosters innovation and exciting career growth that ensures we will achieve our impact on both the planet and on our teammates’ personal goals. Come join us and feel your direct impact on eliminating packaging, combatting climate change, reducing landfill waste, and re-enriching the soil to renew our planet. We believe that within 10 years, people will look at wasteful packaging the way we now look at cigarettes - what were we thinking?!

To help us make this happen, contact: jobs@elevatepackaging.com

Role of Head of Growth Marketing at Elevate

We are the leaders in compostable packaging solutions. We have grown through products that people love, service that is unparalleled in packaging and strong underlying demand trends. We are now ready to accelerate our impact by taking control over driving accelerated demand and continue to grow the business 100% per year for the next 5 years.

The Head of Growth Marketing will have direct responsibility for driving the growth of the business through several areas:

- Increase acquisition of small customers seeking our standard solutions available for purchase on our website
- Increase the lifetime value of our existing small customers
- Increase leads for our custom packaging division
- Improve our Website, content, PR, social media and SEO to solidify our position as the #1 sustainable packaging company on the planet

The Head of Growth Marketing will oversee our existing agency which is currently in the initial phases of developing strategies to drive growth in the above areas. They will also have the responsibility to build a team and deploy our growing marketing budget.

The Head of Growth Marketing will be positioned to become CMO as we grow and as they are able to take on further responsibilities towards building a global brand.

Reports To: CEO

Core Responsibilities



- Develop and lead customer acquisition strategy
- Develop and lead strategy to increase sales to existing eCommerce customers
- Build a team to drive growth of marketing once scale is achieved and clear strategy is proven
- Build and manage scorecards and reporting with support from CFO
- Manage to financial forecasts and P&L
- Enhance the communication of Elevate's brand
- Maintain and improve Elevate's SEO position aligned with long-term success
- Drive growth through high quality content-driven marketing, including PR, SEO and Social
- Communicate our mission, vision, culture and strategy in a powerful way

Company Culture

We are working together to renew the planet. This requires us to solve hard problems. We must have a love for great problem-solving and must be team-oriented to support each other in problem-solving.

- Collaborative Service-Oriented Team that is Supportive and Open to Questions or Ideas
- Love for Great Problem Solving
- Innovative
- Care Deeply About the Planet and About Our People
- Inclusive, Friendly and Tight-Knit

Ideal Candidate

- Motivated individual who is enthusiastic about our products
- Experience in digital marketing of B2B eCommerce products across multiple channels and B2B lead generation
- Process-oriented in rational decision-making
- Passion for attention to detail and process rigor
- Loves working at a fast pace

At Elevate Packaging, we offer

- The opportunity to have a tangible, hugely positive impact on the planet
- Opportunities for growth in a fast-growing company with proven leaders
- Work with a collaborative team of A+ individuals who love working together
- Free At-Home composting pickup service
- Competitive compensation aligned with success
- Health benefits and Retirement Account