Job Description
Head of Growth

Silicon Valley startups and legacy businesses alike have realised that users' working lives could be improved and are rushing to build the one true collaboration platform. But users are overwhelmed. Too much information, fragmented over multiple apps, compounded by the pain of switching between them.

We believe that chat communications platforms are the next application environment for the internet. We believe that applications should be launched and worked on in collaboration inside of digital meeting rooms. But we do not believe that users have to be drowning under notifications, or to feel trapped in never-ending 24x7 meetings. Or that they can't disconnect at the risk of missing important stuff. Or that their data might be lost if a company goes bust.

So we are developing Riot (https://riot.im) a best-of-breed opensource collaboration tool aiming to open a new world of communication where online collaboration doesn't necessarily means distraction.

Riot allows teams to work efficiently as a group by bridging together all their tools and conversation in a simple and decluttered environment making it easy to tune in and tune out on every individual's own terms. Secure, interoperable thanks to the Matrix standard (http://matrix.org) and centered around communication (text, voice & video), Riot lets people organise their work by conversations, each of them becoming real virtual teams putting all decisions, files and exchanges on the record, and making them available from anywhere. Riot's target audience is developers, small teams and working groups, in the future expanding to the wider collaboration space.

Vector Creations Ltd is looking for the support of **an enthusiastic Head of Growth for Riot, passionate about communication and openness, experienced in driving usage adoption of mass market innovative applications, and whose objective will be to convince people to use Riot rather than other closed alternatives**. Vector Creations Ltd runs as an autonomous incubated startup within Amdocs, the leading provider of customer management solutions to mobile networks (http://amdocs.com), and is split between London (UK) and Rennes (France). You'll be joining an enthusiastic team of about 15 people.

As the successful candidate you will be responsible for refining and executing the go to market plan of Riot, leading the communication effort and customer management. You will also be accountable for revenues. The role reports to the General Manager, who is also managing product development, and will work closely with the Head of Product, focusing on the product definition and user experience. You will set up a team including a Community Manager responsible for the customer relationship at every stage of the sell (leads, feedback gathering, support) and a Marketing Operations Manager.

Your tasks will include:
- Convince people they should use Riot rather than Slack / Skype / etc
- Build on & improve existing GTM strategy: main channels, content definition, advertising strategy, partnership programs
- Lead messaging efforts
- Deliver on success KPIs, revenue and user base lines of the business plan
- Manage PR activities
- Execute the GTM plan and manage the Marketing Operations role
- Engage customers / users
- Defining the Community Manager and Marketing Operations Manager functions within your team

You will have at least 10 years experience in marketing strategy, operations and execution, ideally with hands-on experience of driving growth in D2C web and smartphone applications.

Riot launched on September 19th 2016 and has been very well received, with front-page coverage on TechCrunch, GeekTime and HackerNews and 50% month-on-month daily active user growth since launching beta in June. Our aim is to dramatically grow the app to truly disrupt the incumbents of Slack, Skype and other collaboration tools by leveraging the unique open platform of Matrix.org.

If you're excited at the prospect of making a glossy opensource collaboration tool go viral and changing how people work get in touch at jobs@riot.im!