

Lifecycle Marketing Manager

▼ Kick off Checklist (for Recruiters)

Check for most up-to-date process



Why Kick-offs matter: Kick-offs are our opportunity to align as hiring managers and talent to start our searches off right. Without them, we go into high-priority roles without the right context to

Recruiting Hub - Review SLAs!

First steps:

- Send headcount approval request in #hiring-prioritization**
- Review Job Description** for clarity, grammar, spelling, and compliance
- Add to role priorities sheet for kickoff (this template!) & share with hiring manager for completion

Once job is approved

- Schedule kick-off with Hiring Manager**
- Build role in Ashby** - see Ashby How-To
- Post Job**
- In the role's unique database page, add:** Link to Ashby job, Interview

Kick off best practices - always record your kickoffs using Metaview!

- Create and send a calibration sheet** of sourced profiles to collect feedback from hiring managers *before kick-off meeting*
- Review and finalize this kickoff sheet!**
- Align on sync cadence and schedule recurring check-ins



Hiring managers: Please complete this form to kick off your search. Your kickoff sheet must be completed in full before we start interviewing.

Not sure where to start with creating structured interviews? Use the Rho Talent Architect.

▼ *How does it work?*

Copy + paste your job description into the chat and RTA will guide you through JD edits, proposing competencies + interview questions, and more.

Link to Job Description [HM]	https://docs.google.com/document/d/1CYhaZ0QKSV1c5EAFx3txz5SKb5kV6-0m8N0TymrWq-k/edit?tab=t.0
Link to Ashby Req [TA]	https://app.ashbyhq.com/jobs/d84b069e-7d5e-4735-8b26-b7510fda6ed0/candidate-pipeline/active
Link to live JD [TA]	

Role Core Competencies (3 to 5)

▼ Explainer

Step 1: Build Core Competencies & Guiding Questions

Competencies are the *core capabilities* that enable someone to succeed in the role's environment and deliver outcomes—they reflect how someone thinks, executes, and adapts. Core competencies are **not** meant to define a single skill but rather their ability to make an impact.

Each role should have a defined set of 3 to 5 **competencies** and associated **guiding questions** to help interviewers understand how to assess a candidate's fit for the role. Think: what do we need to be sure of to hire this person?

Example:

Thrives in Ambiguity (Competency) - Does this person have the ability to navigate uncertainty amidst ever-changing priorities? (*Guiding Question*)

Executive Influence (*Competency*) - Can this candidate demonstrate subject matter expertise and communicate with impact to effectively support executive decision making? (*Guiding Question*)

Competency	Guiding Question
Builder Mindset	Can the candidate not just inherit but build an email program from the ground up? Can they pivot quickly from V1 → V2 → V3, iterating and continually achieving new heights of excellence?
Customer-First Thinking	Is the candidate able to understand the unique pain points for each of our different customer segments, and how they want to be talked to? Can they subsequently understand how to build Comms sequences to fill those needs?
Analytical Project Excellence	Does the candidate have experience running rigorously analytical email programs? Do they use data as a guiding principle for excellence?
Detail/Eye for Excellence	Can the candidate identify what a great email looks like? Can they aspire to reach for excellent design, copy, sequencing, etc?

▼ List Functional Skills Here (Job Requirements)

▼ Explainer

Functional skills are the *tools and techniques* someone needs to do the job—like using Salesforce, writing SQL, or handling objections. These would be the concrete “role requirements” listed on a job description. We will then build an interview process designed to assess each of these functional skills with progressive complexity.

💡 Example:

5+ years managing a similar compliance function with strong subject matter expertise in BSA/AML, financial crimes, and banking/fair lending regulations within the banking, fintech, or financial services industry

Extensive experience enhancing digital frameworks for AML/BSA risk at a bank or fintech and building out compliance monitoring, testing, and reporting

Experience building and scaling a Third Party Risk Management program

- Experience using data tools like PostHog, Mixpanel, Amplitude, and Looker.

- Skill 2

Interview Process

▼ Explainer

Our goal in building intentional interview processes is to **hire the top 5% of the talent market and make talent density Rho's competitive advantage**. This means maximizing excellent hires and **eliminating false positives**. Failing to plan effective interviews significantly increases the likelihood of making a bad hire.

Process Basics & Intent

Our interview process is split into 3 evaluative stages to ensure candidates are effectively assessed before reaching the most time-intensive round (multi-interviewer onsites).

▼ Initial Round: Talent Screening

Efficiently assesses whether a candidate meets baseline role requirements and begins Talent's "Always Be Closing" process from first contact. This ensures that only qualified, engaged candidates move forward, saving time for hiring teams.

▼ Second Round: Hiring Manager & (optional) Technical Screenings

Hiring manager screens validate a candidate's ability by *assessing deeper functional knowledge, problem-solving ability, and team-specific alignment*. Technical screenings (when applicable) provide objective evidence of a candidate's proficiency in critical skills, ensuring that only capable candidates advance to onsites.

▼ Panel Round: Onsites & (optional) Final Interviews

Panels/Final Rounds provide a comprehensive evaluation by bringing together cross-functional perspectives to assess a candidate's ability to succeed in the role and thrive within the team and company environment. They serve as critical data points and checks against the urgency + limited perspective of 1 or 2 interviewers. Hiring managers may elect to add a **Final Interview** with an executive or org leader following alignment from the primary panel interviewers.

Each interview should have 2 or more conversation starters to create consistency when interviewing multiple candidates for the same role.

*Note: You may extend the length of interviews in consultation with your talent team!

Stage (Length)	Interviewer	Assessing (Add Competencies + Skills)	Questions or Conversation Starters (2 per interview)
Preliminary Screening (25 mins)	@ Talent	Basic competency + functional skill assessment	<ul style="list-style-type: none"> - What's the most complex lifecycle campaign project you've owned? - How comfortable would you be working as the only lifecycle marketer at a company?
Hiring Manager Screen (30 mins)	@Jeremy Liang	Builder, do-er qualities, fit for Growth	<ul style="list-style-type: none"> - What are 5 key sequences that you upstart in your first 90 Days at Rho. - Our data isn't perfect for Rho - how do you improve the bar in spite of that?
Onsite Interview 1 (30 mins)	@Christopher Cooper	Collaboration ability with cross-functional stakeholders	<ul style="list-style-type: none"> - What's a lifecycle project that you worked hand-in-hand with the ops team to scope, develop, and test? - Can you walk me through your HTML/email coding experience
Onsite Interview 2 (30 mins)	@Yejee Pae	Collaboration ability with design	<ul style="list-style-type: none"> - How would you help support the design team as we rebuild the look of all email sends? - What are some past email projects where you've partnered closely with brand designers?
Onsite Interview 2 (30 mins)	@Justin Wolz	Marketing Fit	<ul style="list-style-type: none"> - Which B2B company do you think sends the best emails, and why? - How would you learn to "speak the language" of

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			each of our unique customer segments?
Final Round Interview (30 mins)	@Tommy McNulty	GTM Fit	<ul style="list-style-type: none"> - What makes you stand out from others apply for this position? - What accomplishment are you most proud of?

Candidate Sourcing Guidelines

Companies to target	B2B preferred, and one with a complex diversity of different customer personas
Companies to avoid	To some extent B2C but not a deal breaker
Example/ideal profiles	Someone who has built a full lifecycle funnel (+retention) from the ground-up, ideally for a B2B Fintech/SaaS company.
What skills gaps on your team can this hire help bridge?	Commanding subject-matter expertise on lifecycle, and knowing exactly what to say at every different stage; expertise on SMS
How should we sell the role, its opportunity, and its challenges?	<p>Rho has never had a lifecycle expert on the Growth team. This is your opportunity to fully own and build a lifecycle program from the ground up, and putting lasting imprints on a company at a unique growth stage.</p> <p>This role will be challenging for those looking to work on a big Comms team and want to simply inherit an email program.</p>