

Director of Growth

Location: Remote

Department: Marketing

Reports to: VP of Marketing

About Saltbox

Saltbox is the modern operations hub designed to make entrepreneurship accessible for all.

We combine flexible warehouse space with modern offices, logistics support, and a community of entrepreneurs — all under one roof. Our members are ecommerce founders building brands in fashion, beauty, home goods, food, and beyond. They come to us when they've outgrown their garage but aren't ready for (or don't want) a traditional warehouse lease or 3PL.

We're not just a space. We're the infrastructure that helps product-based businesses scale — without the friction, overhead, or long-term commitments that usually come with growth.

The Role

We're looking for a Director of Growth to own and evolve Saltbox's growth engine.

This is not a traditional performance marketing role. Yes, you'll run paid acquisition. Yes, you'll optimize funnels and manage CAC. But we're hiring for something more: **a growth leader who operates at a fundamentally different speed because of how they leverage AI.**

The best growth marketers today aren't just strategists or channel experts. They're builders. They use AI to 10x content production, construct intelligent outbound systems, automate personalization at scale, and move from insight to execution in hours instead of weeks.

If you've built AI-powered prospecting workflows, used generative AI to scale creative testing, or automated growth processes that previously required a team — we want to talk to you.

If you're still doing things the way they were done in 2021, this probably isn't the right fit.

What You'll Own

Paid Acquisition & Performance Marketing

You'll lead our paid strategy across Google, Meta, and emerging channels. This includes managing agency partners, optimizing for CAC and LTV, building segmentation strategies, and continuously testing creative and messaging. The fundamentals matter — but so does the speed at which you can iterate.

AI-Powered Outbound & GTM

You'll build and scale AI-enabled outbound systems — prospecting, enrichment, personalization, and nurture at scale. Tools like Clay, Smartlead, Instantly, and PhantomBuster should be familiar. You'll partner with Sales and RevOps to create pipeline that doesn't rely solely on paid media.

Conversion & Website Experience

You'll own CRO across our website and landing pages. This means heatmaps and analytics, yes — but also AI-driven testing, geo-personalization, and continuous experimentation on the conversion points that matter most.

Lifecycle & Multi-Channel Campaigns

You'll work with Demand Gen to optimize nurture journeys across email, SMS, and in-product touchpoints. You'll build referral and affiliate strategies that extend our reach into local markets and niche communities.

Experimentation & New Channels

You'll build a structured experimentation roadmap — prioritizing high-impact tests across SEO, outbound, social, and referral. You'll develop a learning agenda, structured reporting, and agile test-and-learn systems that help us get smarter every week.

Martech & AI Stack

You'll drive innovation in our growth technology stack, including AI integrations and automation tools that streamline operations and unlock scale. You'll partner with Growth Ops to build dashboards and ensure we're measuring what matters.

What We're Looking For

Experience & Background

- 6+ years in growth marketing, performance marketing, demand generation, or a related field
- Proven success scaling paid acquisition programs and optimizing conversion funnels
- Track record of building and running multi-channel growth experiments with clear measurement

AI & Tool Fluency

This is the differentiator. We're looking for someone who:

- Has *built* AI-powered systems — outbound workflows, content engines, automation sequences — not just used ChatGPT for copywriting
- Is fluent in the modern AI growth stack: Clay, Smartlead, Instantly, PhantomBuster, Make/Zapier, and generative AI tools like Claude, ChatGPT, Jasper, Midjourney, ElevenLabs
- Understands the difference between using AI as a content generator and using AI as a strategic thought partner
- Continuously scans for new tools and quickly adopts what works
- Can move from insight to shipped experiment in hours, not weeks

If you're in the top 1-2% of AI users in the growth marketing space, you know what we mean. If that doesn't describe you, this role likely isn't the right fit.

Mindset & Approach

- Highly analytical — you build dashboards, track metrics, and let data guide decisions
 - Entrepreneurial — you move fast, learn quickly, and don't wait for permission
 - Hands-on — you're as comfortable in the tools as you are in the strategy doc
 - Balances speed with rigor — you ship fast but measure carefully
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Bonus Points

- SEO, influencer, or affiliate program experience
 - Localized marketing or geo-targeted campaign experience
 - Background in warehouse, logistics, real estate, or adjacent industries
 - Experience in high-growth or early-stage environments
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Evaluation Process for this Role

We've designed our hiring process to see how you actually think and work — not just how you interview.

After an initial screen, you'll complete a hands-on assessment where you'll analyze Saltbox's current growth approach and propose an AI-powered initiative you'd launch in your first 30 days. You'll have access to any AI tools you want. We expect you to use them.

We're evaluating:

- **Depth of insight** — Can you see what others miss?
- **Strategic clarity** — Is your recommendation specific and actionable?
- **AI fluency** — Does your process reflect genuine tool mastery?
- **Brand intuition** — Can you absorb and reflect our identity?
- **Execution quality** — Is this work we could actually use?

We'll share more details on the assessment after our initial conversation.

What We Offer

At Saltbox, we're building a culture of impact, inclusion, and innovation.

- Medical insurance fully covered for two UHC plans (or low-premium PPO option)
 - 401(k) plan options
 - Company-paid long-term disability, short-term disability, and life insurance
 - Generous paid vacation, sick leave, and holidays
 - Paid parental leave
 - Dedicated learning & development budget
 - Remote-first culture with access to Saltbox locations nationwide
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Compensation

\$150,000 - \$180,000 base salary, depending on experience, plus performance-based bonus opportunity.

How to Apply

If this sounds like you, we'd love to hear from you.

Apply with your resume and a brief note on why this role excites you. Bonus: include a link to something you've built — an AI workflow, a campaign you're proud of, a Loom walkthrough of a system you created. Show us how you work.

Saltbox is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all team members.