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# [**Marketing Lead**](https://www.borrowell.com/marketing-lead/)

April 23, 2015/by [Borrowell](https://www.borrowell.com/author/administrator/)

Borrowing for Canadians just got smarter. Canadians currently hold over $80 billion in credit card debt with a typical interest rate of 19.9 per cent or higher. Marketplace lending– sometimes called “peer-to-peer lending”– matches lenders with borrowers, for the benefit of both.

Borrowell, the new marketplace lending platform, offers affordable, fixed-interest loans giving Canadians a smarter way to borrow. Our online platform accepts applications from Canadians with good credit who want better alternatives to high interest rates on credit cards and avoid the inconvenience of bank loans. Our loans are funded by carefully selected institutional investors, allowing us to offer better rates, better service and a better customer experience.

**Responsibilities**

We’re looking for a Marketing Lead/Growth Hacker to lead our analytics-driven marketing program and join our small, high-performing team. You’ll be responsible for:

1. User Acquisition/Activation
   * Identifying various online and offline acquisition channels through data-driven testing
   * Executing and managing successful channels to help achieve company KPIs
2. Engagement/Customer Development
   * Identifying customer personas and repeatable paths to reach them
3. Branding
   * Building a strong, positive brand and increasing awareness of the Borrowell brand within the target market

**Qualifications**

* You’ve driven growth in customer acquisition in a B2C environment
* You’re both creative and analytical, and have developed/adapted innovative tactics for customer acquisition (scalable and non-scalable)
* You have experience and proven results with at least a few of the following:
* Digital marketing for customer acquisition, including pay per click, SEO, conversion optimization throughout the sales funnel , etc
* Business development, building partnerships, referrals and affiliate programs
* Inbound marketing, content creation and email marketing
* Offline direct marketing channels, such as direct mail
* You have very strong quantitative analytical skills and make data-driven decisions

**Important Qualities**

You’ll be successful in this role and happy working with us if:

* You’re self-motivated, and don’t need someone looking over your shoulder. You do good work because you care about your reputation and want to contribute to the team.
* You’re willing to share what you’re doing and get input from others. You’re happy to give input on other areas of the business. You’re not a lone wolf.
* You get things done. You’re good at managing email. You work efficiently.
* You’re a doer, not just a director. We’re building a company and everyone, including the CEO, pitches in when needed.
* When you have a question, you ask. You seek out help when you need it and know it’s not a sign of weakness to say you don’t know something.
* You take your work seriously, but not yourself. You like to laugh, and can laugh at yourself.

**What We Offer**

* An opportunity to join and help build a growing company that we believe will change the face of the financial services industry, while providing Canadian consumers with better financing options.
* Great colleagues. Not to toot our own horn too much, but we think great people want to work with great people. Our team is smart, hardworking and fun.
* A downtown office location and an open, collaborative workspace (and maybe even a ping pong table).
* A 100% employer-paid benefits plan covering medical, dental and other benefits.

If you’re interested in applying for this role, please email careers@borrowell.com. Attach a cover letter and resume in a single document with your name as the file name, and the job title as the subject line of the email. We look forward to hearing from you.

Live well. Work well. Borrowell.