

60 Decibels Head of Digital Marketing

About 60 Decibels: [60 Decibels](#) is a tech-powered impact measurement company that makes it easy to listen to the people who matter most. We've been in business as an independent entity since early 2019, when we spun out of the global Impact Investor [Acumen](#).

We believe that the best way to understand social impact is by talking to the people experiencing that impact. It sounds obvious when you say it, but that is not the typical practice for many impact investors, corporations and foundations working to create social change.

We collect social impact data directly from beneficiaries (customers / employees / suppliers) using our network of 1000+ trained researchers in 70+ countries. We do it quickly and without the fuss typically associated with measuring social impact. Our researchers speak directly to customers to understand their lived experience; and our team turns all this data into benchmarked social performance reports, with accompanying insights, to help our clients demonstrate and improve social performance.

By making impact measurement simple, scalable, and comparable, we not only enable organizations to improve their products and services; we also help transform what it means to credibly measure impact, ensuring that the voices of those who matter most are always part of the story. **If you're similarly passionate about our mission and excited about the opportunity to help grow a dynamic business, we're looking for a Head of Digital Marketing to join our team.**

About the role: you are a skilled digital marketer who is ready to lead the marketing function for 60 Decibels.

We are a fast-growing, mission-driven, B2B company working with the world's leading impact investors, companies, foundations and non-profits who are looking to create positive social impact. Post our Series A investment last December, we are scaling up our marketing and communications, and we are ready to bring it in house.

We are hiring a digitally-native marketer who will define and execute digital marketing for 60 Decibels and oversee all marketing for 60 Decibels. We currently have an external digital agency and we are moving this work in-house, so we are looking for someone who can both build the strategy for and execute our digital marketing.

More broadly, you will oversee our external PR agency and the marketing / communications team you build over time. We are prepared to make significant investment in this area and this new team if it can demonstrate proven results in delivering a consistent lead generation process in addition to broader brand-building.

Specifically, your responsibilities will include:

- Create, plan and manage a 360 marketing approach with a focus on digital activity.
- Build and maintain presence across multiple social media channels
- Identify market trends, plan campaigns and use web analytic tools to analyze the performance of marketing campaigns.
- Develop and implement digital marketing strategies, including social media advertising, email marketing, display ads, Search Engine Optimisation (SEO), Search Engine Marketing (SEM) and Pay Per Click (PPC)
- Create, execute and monitor marketing campaign budgets and track ROI
- Track, measure, improve and report the performance of digital marketing campaigns. Provide monthly reports with all KPIs (e.g. web traffic, audience engagement, bounce rate, ad spend & ROI, etc.) to report on the effectiveness of digital marketing activities.
- Use advanced analytics software to identify customer touchpoints and assess end-to-end customer experience across diverse digital channels.
- Act as a key business partner to identify innovative growth strategies
- Manage PR agency
- Build the marketing and communications team, hiring for key roles and manage the team
- Close partnership with our sales teams to improve marketing results, and with senior leadership overall
- Model [our company values](#)

About You: First and foremost, you bring compassion and dedication to this work because it matters to you. You are a strong strategic thinker; are interested in our work and the space we operate in, so that you'll be eager to dig into the nuances of our positioning and messaging; you thrive in an environment where you are juggling multiple responsibilities. Most of all, you take personal accountability seriously: when you say you're going to do something, you do it, and you do it well.

Other characteristics that will help you succeed in this role and be a great cultural fit: you have a bias towards action—you get your hands dirty—and you actively tackle problems in ways that lead to great outcomes. You successfully balance flexibility and rigor, and embrace taking strategic risks and growing from mistakes. Ultimately, you are eager to do the work to build something new and (we hope) important to the world.

We also expect that most candidates will have had the following experiences / attributes. If your experience set differs, but you think you're the right person for the job, say that in your application.

- Proven experience in a digital marketing role
- Working experience with website analytics, social media platforms and digital advertising best practices
- Excellent written and oral communication skills
- Knowledge of the latest digital marketing trends and technologies

- Strong analytical thinking skills
- Excellent leadership skills and the ability to work as part of a team
- Great core skills of problem solving, teamwork, and project management. And great soft skills, plus the understanding that they're not really "soft" at all.
- Knowledge and passion for socially impactful work
- Comfort in a fast-paced, entrepreneurial environment; awesome ability to prioritize and manage multiple workstreams; general interest in and orientation towards technology.

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About our team and our culture: we are a fun and hardworking global team that is full of smart, mission-driven folks who combine an entrepreneurial spirit with a commitment to make a positive change in the world.

We consistently hear from our clients that the best thing about 60 Decibels is the people.

To get a feel for our slightly nerdy, not-take-ourselves-too-seriously vibe, check out our monthly newsletter, [The Volume](#).

Interested in applying?

Deadline: Candidates are encouraged to apply early, as applications will be reviewed on a rolling basis.

Location: Our preference is to have the Head of Digital Marketing be based in London or New York. We are open to candidates in Bengaluru (India), Nairobi (Kenya). The colleagues with whom you will have the most day-to-day contact are currently based in New York, London, and San Francisco, and our PR agency is based in London. While we have preference for these four countries, we will consider exceptional candidates based in other locations. This is a hybrid role — we work remotely 2-3 days a week and are in the office 2-3 days a week.

Compensation: 60 Decibels offers a competitive salary and benefits package and the opportunity to work in a flexible, fun and supportive environment.

Extra Perks: We have an unlimited leave policy and 12 monthly recharge days, on the first Friday of each month. We are a globally distributed team, and team members regularly visit our different offices as needed.

Application: To apply please fill out [this application form](#) where you will be asked to upload:

1. Your resume
2. Please respond to the following two questions. The answers can be in the form of two short videos (1-2 minutes per video), an asset you create (e.g. a micro-site or similar that you create to show your chops), or in writing.

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- Question 1: Describe a situation in which you have moved topline numbers for a business you've worked with. What strategy did you employ, and why did it work?
- Question 2: Why do you think you are a good fit for this role? What are the unique strengths you bring, and what are your weaknesses?
- Please share a link / links to some of your preexisting work—this could be your own online presence, campaigns you've done in previous jobs/clients, etc.

Want to get to know us a little better?

> Sign up to receive [The Volume](#), our monthly collection of things worth reading.

> Visit our website at 60decibels.com.

> Read about our team values [here](#).