



Director, Digital Marketing & Customer Acquisition (Cambridge, MA)

What You'll Do

As the Director of Digital Marketing & Customer Acquisition, you'll drive our growth goals and lead our effort to establish PlacePass as the market leader in the tour and activity space. You'll shape our digital marketing strategy, leveraging your creative and analytical skills to design, plan, execute, manage, and analyze marketing campaigns. You'll collaborate closely with our product and brand teams to drive efficient user acquisition and tell our story in a differentiated, powerful way.

You'll take the lead and help us:

- Optimize our portfolio of customer acquisition channels to achieve growth targets, drive down customer acquisition cost, maximize customer lifetime value, and strengthen brand equity
- Manage acquisition budget to achieve annual targets for cost and revenue efficiency via search, email, CPC, social, and other platforms
- Establish infrastructure for customer insights capabilities, including research on target segments and personas
- Liaise with technology and product teams to oversee improvements in the product and conversion funnel and conduct A/B or multivariate testing
- Lead and grow a dynamic team of high-performing digital marketers
- Provide leadership in developing marketing collateral

If you are....

- A leader at the cutting edge of digital and growth marketing
- An idea machine and a go-getter who knows what it takes to help people discover great products
- Known for your leadership, creativity, business acumen, and clear analytical experience
- Ready to turbocharge your career and expand your impact with a senior role at a fast-growing startup

We want to hear from you!

Requirements

- Deep experience in end-to-end digital customer acquisition and product innovation, ideally in the e-commerce or travel and hospitality space
- Applied functional expertise across digital channels (e.g., SEM, social media, SEO, affiliates)
- Knowledge of and comfort integrating digital marketing tools and analytics (e.g., Tableau, Mixpanel, Salesforce, Adwords)
- Depth in growth marketing including viral marketing experience
- Passion for amazing digital and real world experiences • Analytical mindset and entrepreneurial outlook
- Experience managing external vendors/agencies including pay for performance contracts
- Strong collaboration capabilities, desire to work in a cross-functional setting

Who We Are

PlacePass is a team of entrepreneurs, travelers, and tech geeks. Our mission is helping people find and book great things to do in any destination. We're building technology to transform the way people travel.

We got our start in February 2016 (there's nothing like a cold Boston winter to inspire serious wanderlust) and we've been growing ever since. In addition to building PlacePass.com, we're working with Marriott to [power a tour and activity booking solution for their guests](#).

We're a small but mighty group of travel and tech enthusiasts who can't believe we get paid to help people discover great experiences. We play foosball. We travel. We've been known to throw paint balloons at each other. We code like crazy. Sound like something you could get behind? Let's chat.

Where we come from

Members of our team attended the following schools:

- University of Connecticut
- Cornell University
- Dartmouth College
- Harvard University
- University of Houston

- Massachusetts Institute of Technology
- Northeastern University
- Purdue University
- Stanford University
- University of Texas at Austin
- Texas Southern University
- Tufts University
- Yale University

PlacePass Perks

- Opportunity to work with an incredible team in a fast-growth environment
- Travel credit
- Competitive salaries and health insurance
- Catered weekly lunches
- Unlimited vacation policy
- Friday happy hours