



**About CarFirst:** CarFirst is transforming the way cars are traded in Pakistan with a network across the country and aspirations to expand geographic footprint locally and internationally. CarFirst is a very well-funded organization. We are in operation since 2016 and have been able to raise two of the largest VC investment rounds from some of the most prestigious investors from across the world.

**Duties and Responsibilities:**

- Work with cross functional team (Product, Purchase, Sales, CS) to establish growth strategies to support company targets.
- Create, manage and experiment with new user acquisition campaigns.
- Conceive and execute on a wide range of content campaigns to drive education and engagement.
- Manage all social media platforms (including Facebook, Twitter, LinkedIn, Instagram, YouTube) and drive content creation.
- Manage SEO.
- Analyze data to monitor revenue performance and uncover areas for improvement.
- Prepare and present recommendations, reports, and findings from experimental data

**What are we looking for:**

- Bachelors/Masters
- 3 to 4 years of experience in growth marketing
- Have a good grip on Analytics, Google Ads and FB Ads Manager
- Experience in identifying target audiences and devising effective marketing campaigns.
- Proficient with Analytics
- Strong written communication skills
- Strong strategic thinking skills

**What do we offer:**

- A unique experience in an entrepreneurial, yet structured environment.
- The opportunity to become part of a highly professional and dynamic team working on the best practices from around the world.
- An unparalleled personal and professional growth as our longer-term objective is to train the next generation of leaders for our future internet ventures.
- Local and international exposure with our partner ventures and global offices.
- Benefits: PF, Group Medical, EOBI etc.

**Compensation:** PKR 100,000/ month-PKR 125,000/ month

**Location:** Karachi

Interested candidates can apply on <https://careers.carfirst.com/job/growth-marketing-manager>.