

LIFECYCLE MARKETING

Job description:

Location: Hybrid/Flexible location

Who we are:

For 25 years, we've been leaders in baby safety (Levana) and DIY security space (Defender), creating ground-breaking consumer electronics that bring peace of mind to millions of people all over the world. Empowered with the freedom to try new things and see your ideas come to life, it's our entrepreneurial spirit and relentless drive to produce superior customer experiences that ensure we're constantly growing the Levana and Defender brands.

Looking for SaaS Super Stars!

Are you an extremely results-driven marketer with a proven track record working in SaaS-based companies? The ideal candidate can plan, execute and optimize our in-app experience to convert more subscriptions and increase revenue.

*** Must be able to thrive in a fast-paced DTC environment.

Your Day-to-Day Work:

Automation & Lifecycle Flows

- Manage onboarding, feature education, and re-engagement automations across all apps
- Create targeted win-back, upgrade, and milestone campaigns
- Implement event-based triggers to personalize messaging and offers
- Continuously refine flows based on customer engagement and feedback

In-App Content Coordination

- Manage app branding, pricing blocks, ribbons, and checkout experiences
- Coordinate educational in-app content to help customers maximize product value
- Collaborate with design and CX teams on instructional content and setup guides
- Conduct regular in-app audits to maintain an optimal user experience

Performance Reporting

- Compile daily reports on app usage, subscription activity, and campaign performance
- Analyze churn patterns and recommend strategies for improvement
- Share insights with marketing and product teams to inform future initiatives

User Feedback & Competitor Research

- Conduct user surveys and feedback collection

- Monitor app reviews and customer experience insights
- Research competitor strategies and share actionable recommendations

Minimum Qualifications:

- 5-8 years experience in digital marketing. Must be last or most recent role.
- 2+ years of experience in a SaaS or subscription-based business
- Hands-on experience managing Email/SMS marketing campaigns (Klaviyo, Postscript, or similar platforms).
- Proven experience building and optimizing marketing automation and lifecycle flows (e.g., onboarding, trial activation, churn reduction, win-back).
- Experience with in-app messaging, push notifications, or app content coordination preferred.
- Demonstrated ability to analyze marketing performance data and use insights to improve conversion and retention.

Job Type: Full-time

Benefits:

- Company events
- Dental care
- On-site parking
- Paid time off
- Vision care

Experience:

- Digital Marketing: 5 years (required)
- SaaS or subscription-based business: 5 years (required)
- managing Email/SMS marketing campaigns: 5 years (required)
- analyze marketing performance data : 5 years (required)

Job Type: Full-time

Work Location: In person