GROWTH ENGINEER

Founded in 2015 in Brussels, Wooclap is an EdTech startup which helps to engage students and learners as active participants in their learning. After a 3-digit growth in 2019, the opening of an office in Paris and strong international expansion, the team intends to continue this momentum in 2020 and beyond.

Thanks to our web platform of interactive questions, which students answer in real time via their smartphone, more than 300,000 teachers around the world make their courses more active, more efficient and more adapted to their students’ expectations. Our user base includes higher education teachers as well as corporate trainers.

The success of our product is due to its ease of use and the partnerships we have forged with professors, researchers and cognitive science specialists that allow us to create features that are as close as possible to the needs of our users.

In 2020, Wooclap continued to innovate and launched Wooflash, a study platform for students based on spaced repetition and artificial intelligence.

Joining the Wooclap adventure means...
- Being part of a passionate and human-sized team (35 people)
- Experiencing a period of strong growth as a startup, with exciting challenges ahead!
- Imagining the pedagogical innovations of tomorrow
- Working with a world-class engineer team

Our values at Wooclap are:
- We're always learning
- We keep it simple
- We play our part. We play to win
- We've got grit

If this resonates with you, please send your application our way!
MISSIONS
As the first Growth Engineer at Wooclap, you will help accelerate our revenue growth for 2020 and beyond both on our self-serve B2C subscription model and our B2B model (sales made by our sales teams to business customers such as Higher Education institutions and corporations). You will be an active and key contributor to our sales and marketing operations to support our ambitious growth and to our current growth marketing projects.

In this exciting and unique position, you will apply your engineering talent to business-oriented challenges ranging from acquisition, sales process, conversion and product adoption. You will bridge our Engineering/Product and Growth Marketing teams and will work closely with Cyprien, our Growth Marketing Manager and Wandrille, our Product Manager.

In this position, you will work on 2 fronts:

OPERATIONS & STACK
You will:
- Optimise our current stack by connecting our tools in a meaningful and efficient way. You will enable our business teams by joining the dots between our tools and data.
- Take ownership of our current and future marketing tech stack implementation. Improve it and ensure its scalability. We're currently "tooling-up" and you'll be a key actor in that project to complement our growth stack. Think Customer Data Platform (like Segment.io, Hull), Marketing Automation tools (Customer.io, Autopilot, etc...) and marketing CRM (Hubspot)!

EXPERIMENTS & PROJECTS
You will:
- Work closely with the Sales team and Marketing team to evolve their Lead Generation strategy Build functions and workflows with the goals to optimize lead capture and conversions on our website
- Build and scale our marketing automation effort
- Work with the sales teams to identify conversion opportunities
- Work with product to identify user acquisition opportunities
- Implement awesome growth experiments and measure their impact on our Monthly Recurring Revenue (MRR).

PLEASE SEND YOUR APPLICATION IF:
- You have 1 to 3 years of experience as a growth engineer (on SAAS models is a plus) OR as a developer/software engineer who has a knack for business challenges, OR as a marketer who upskilled in engineering. Alternatively, you want to start your career in growth engineering and you're willing to learn fast!
- You have experience using analytics tools (Google Analytics), marketing automation (Customer.io), user engagement tools (Mixpanel), CRM software (Pipedrive), Headless CMS, Customer Data Platform (Segment, Hull.io)
- Experience working with APIs, integrate third-party tools data, chaining different APIs together
- You have a growth mindset: testing new solutions and iterating doesn't scare you;
- You thrive in cross functional teams;
- You can communicate in English;

Bonus point if you worked on SEO projects.

Current Wooclap Stack: Node.js, MongoDB (Core Database), PostgreSQL (statistics database), AWS services, CRM (Pipedrive), Analytics (Google Analytics, Hotjar), Emailing (SendingBlue, Mailjet), CSM (Intercom), Automation (Zapier);

**Conditions and “perks”**
- Location: Brussels
- Full-time position
- Compensation commensurate with experience
- Tickets Restaurants (Meal vouchers)
- Medical insurance
- MacBook Air or PC
- Smartphone of your choice
- Woocredit to buy training material (online courses, books, etc...) to keep learning!

SEND YOUR RESUME TO  helene@wooclap.com