



**We Get Family**

## **Job Description**

**Job Title:** Director, Subscriber Acquisition & Retention  
**Reports to:** VP, National Accounts, Content Distribution & Affiliate Marketing  
**Location:** Atlanta  
**FLSA Status:** Exempt

### **Position Summary**

The Director, Subscriber Acquisition & Retention (DSAR) plays a pivotal role in the growth and success of our direct-to-consumer SVOD service, UP Faith & Family (UPFF). The DSAR helps set the strategy and manages the day-to-day direct marketing activity in subscriber acquisition and retention for the SVOD service. He/She is a B2C digital sales channel expert and is fully accountable for achieving the company's ambitious subscriber targets and associated revenue goals and achieving acceptable ROI's. The DSAR understands how to use data to build marketing plans, target groups/audiences and drive results through measurement and optimization. He/She will be working with specialists across the UP organization in content, research, marketing, creative, operations, legal and others to build and own a direct marketing plan (strategies) that drives awareness, garners subscriptions and maintains current customers.

The ideal candidate will be a highly strategic and experienced transactional marketing expert with deep experience in acquisition and retention of subscription based activity. The DSAR will bring a mix of strategic, analytical, technical, marketing, and creative experience, along with a strong track record of successfully growing and retaining a subscription-based service(s). The ideal candidate is a savvy professional who can maximize effectiveness in a dynamic environment using all existing and new tactics (social, email, partnerships, retargeting etc.) and manage the sales/marketing funnel to grow the subscriber base in a cost-effective manner. This is an outstanding career opportunity for a high caliber strategic individual who will work extremely well, both internally and externally, to drive the success of a new business that represents the future of our company in the rapidly evolving media industry.

### **Essential Duties and Responsibilities**

- Full accountability for UP Faith & Family subscriber acquisition, retention and CPA (cost per acquisition) targets.
- Develop and implement strategies and campaigns to activate and grow subs and revenue for D2C and distributor channels.
- Manage all key relationships with selected vendors and/or agencies.
- Coordinate flawlessly across all key UP departments.
- Work closely with CDM team on all existing and future relationships related to UPFF distribution via distributors (e.g., Amazon, Comcast, Dish, etc.).
- Lead transactional marketing function and continually source and use data to obtain subscribers at a reasonable cost per acquisition.
- Collaborate with colleagues in content, creative, and demand generation (SEM, display, affiliate, email, social media) to translate the marketing plan into a calendar of integrated marketing campaigns.
- Help create, flawlessly execute and measure campaigns, working with research/analytics group to measure, track, and optimize campaign performance and results.
- Identify and execute tactics using new and emerging platforms and technologies.



## We Get Family

- Leverage industry-wide best practices to continuously A/B test new messaging, creative, segmentation, and customer journeys to increase conversion rates.
- Demonstrates a clear understanding of new technologies, industry trends, competitors, and new business opportunities.
- Ability to manipulate and pull data from 3<sup>rd</sup> party analytics tools/dashboards (e.g., DataHero, Mixpanel, Facebook Analytics, etc.) to provide performance reports on weekly, monthly and ad hoc basis

### Education/Experience

- Accomplished and respected media executive with a minimum of 5 years of rich and well-rounded experience in a subscription-based business.
- A proven marketer who optimizes activity each day.
- Demonstrates a clear understanding of digital sales channel tactics to acquire and retain subscribers.
- Driven and extremely goal oriented. Proven track record working with vendors, managing expenses, and growing subs in a cost-effective manner.
- Decisive professional who embraces change and does not get easily frustrated by limited resources.
- Strategic and creative thinker with strong analytical skills. Impressive track record of identifying opportunities to advance/transform the business.
- Thorough understanding of the competitive marketplace and up-to-date on industry trends, emerging technologies, and other critical business issues.
- Has demonstrated collaborative thinking and creative solutions.
- Excellent communication skills, both written and verbal.
- Undergraduate degree highly preferred.

### Important Characteristics for Success

- Strong intellect, marketing, communication, analytical, rational with good business intuition and judgment. Not afraid to take educated risks.
- Can clearly articulate and defend their point of view.
- Collaborative team member who creates a positive, supportive culture with other departments.
- Trustworthy, strong work ethic and impeccable reputation.
- Tenacious, self-starter, resourceful, hard-driving and is willing to get into the trenches and do what it takes to deliver results. Holds themselves and others accountable for delivering to plan.
- Disciplined, organized with a blend of big picture mind-set and detail-orientation.
- Positive, competitive nature; wants to win for the company and be the best at delivering what they do.

### Supervisory Responsibilities

None

### Work Environment

The noise level in the work environment is usually moderate.

### Physical Demands

While performing the duties of this job, the employee is regularly required to sit. The employee is occasionally required to stand; walk and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus.



**We Get Family**

**Application Process**

To apply, submit your resume to Human Resources at <https://app.trinethire.com/companies/183-upty/jobs/6625-director-subscriber-acquisition-retention>

For information on our company, visit [www.upty.com](http://www.upty.com)