



impacc

Growth Architect/ Sales Expert (m/f/n)

Hamburg, Germany - remote possible

We are looking for a growth hacker and born salesperson to make Impacc the dominant player in the corporate donation market. Your Robin Hood approach (take from the rich, give to the poor) as well as your digital savvy will secure funding for dozens of green start-ups in Africa and help local entrepreneurs create green jobs in areas of extreme poverty. If you want to use the tools of business to drive social change (and have the skills to put it into practice), apply!

Your Job

You are the driving force to identify, approach and convert businesses to make their donations work towards impact. You design and execute the growth operations across multiple channels (SEO/SEA, paid social, CRM, programmatic display, etc.). This includes the hands-on set-up of channels from idea conception to first user acquisition.

You are responsible for incubating growth thinking into our organisation at every stage, from ideation to customer adoption. Through a hypothesis-driven, rapid test and learn approach, you strategize, implement, and execute go-to-market activities that ensure best in class donor acquisition, engagement and retention. You develop and implement tracking and analytics to determine the effectiveness of campaigns and to drive optimization.

Working in close collaboration with product management and software engineering, and co-creating with corporate partners, you design, validate and build our unique B2B donation platform that offers bespoke venture donations with powerful & traceable impact. You convert customer insights into growth action plans. You define and validate core KPIs, such as CAC, retention, ROI and LTV to drive the business.

Your profile

Several years of relevant experience managing and optimizing in a hands-on performance marketing role (lead generation, nurturing, automation) in a startup or digital environment, with proven success scaling digital businesses through cross-channel user acquisition and retention.

A cool head (as demonstrated by a passion for data/analytics and an ability to think strategically and creatively), a hot heart (as demonstrated by engagement in social causes), and strong hands (as demonstrated by a track record of full funnel marketing strategies for B2B products).

Impacc gGmbH
Schanzenstrasse 12a
20357 Hamburg, Germany
Tel +49 151 18403704
www.impacc.org

Impacc Africa
Yeka Sub City
Woreda 8, House No 891
Addis Abeba, Ethiopia

District Court
Hamburg
Trade Registry No.
HRB 160420

CEO
Dr. Till Wahnbaeck
Donations
IBAN DE13 2005 0550 1500 7142 49
BIC HASPDEHXXX



impacc

Share our values: Impatient optimists. Create momentum. Down to earth and humane. Doer mentality. Curious to learn and change. Bubbling with ideas.

What we offer

Lots of freedom to build a young start-up into one of Europe's premier aid organisations. An office in Hamburg's alternative and quirky "Schanzenviertel" (or the possibility to work remotely), with plenty of travel to Africa. The ability to mentor and be mentored. Less money than you deserve, but enough to get by comfortably. The opportunity to drive positive change in the world.

About us

Impacc is an international social business NGO that creates green jobs for poor people in fragile states. We build and scale businesses where markets don't yet work for the poorest. We find innovative business models that have the potential to create local, green jobs, often with a franchise approach. These businesses wouldn't be able to compete on the open market because of market barriers such as lack of skills, social norms, conflict, etc. That's why we combine aid with revenue generation where markets fail to meet basic human needs. We link social investors with innovative social businesses to help them scale and have social impact. By this, we empower poor people and their communities to abolish poverty once and for all (see www.impacc.org).

How to apply

Please apply by 15 December 2021 with CV and a short cover letter/video to till@impacc.org

Impacc gGmbH
Schanzenstrasse 12a
20357 Hamburg, Germany
Tel +49 151 18403704
www.impacc.org

Impacc Africa
Yeka Sub City
Woreda 8, House No 891
Addis Abeba, Ethiopia

District Court
Hamburg
Trade Registry No.
HRB 160420

CEO
Dr. Till Wahnbaeck
Donations
IBAN DE13 2005 0550 1500 7142 49
BIC HASPDEHHXXX