

Growth Marketing Manager

Team: Marketing

Reports to: Chief Marketing Officer

Location: Hybrid – London office minimum 3 days / week

Type: Full-time

About TrueRights

TrueRights is building the rights infrastructure for the AI era of the creative economy.

Generative AI can now ingest, remix, and transact creative work, likeness, and creator IP at machine speed but the systems meant to govern it haven't kept up. There's no shared way to establish who owns what, what it's worth, where it's being used, and on what terms. We're building that missing layer: the pricing, monitoring, and management rails that let brands, agencies, and creators track usage rights across campaigns and platforms, see where their content is showing up, and license it cleanly.

This is one of the defining questions of the next decade: who controls, and who gets paid for, creative work in a world of AI. We're early enough that you won't just be marketing the product; you'll help shape the category and the next iteration of the creator economy itself. If you want your work to genuinely matter, you'll feel at home here.

The Role

We're hiring a Growth Marketing Manager to drive measurable, sustainable growth across our funnel. Reporting directly to the CMO, you'll own acquisition and conversion, running paid and organic channels, designing experiments, and turning data into decisions that move the numbers.

This is a hands-on role with real ownership. You'll be equally comfortable setting strategy and getting into the details: building campaigns, reading the data, and iterating fast. If you like clear goals, the freedom to test, and the satisfaction of seeing your work show up in the metrics, this is for you.

What You'll Do

- Own full-funnel growth – from acquisition through to conversion and retention – against clear targets
- Plan, run, and optimise paid campaigns across channels (paid social, paid search, and others)
- Design and run experiments (A/B and multivariate tests) across channels, landing pages, and messaging
- Improve conversion at every stage: landing pages, sign-up flows, and lifecycle/email journeys
- Own the growth metrics that matter (CAC, LTV, conversion rates, ROAS) and report on them clearly

- Manage the growth budget and allocate spend to the highest-return channels
- Partner with content, product, and design to ship campaigns and improvements quickly
- Manage external agencies, freelancers, and tools as needed
- Spot new channels and opportunities, and build the case to test them

What We're Looking For

- 3–6 years in growth, performance, or digital marketing, with a track record of hitting growth targets
- Hands-on experience running paid acquisition (paid social and/or paid search) and managing budget
- Strong analytical skills: comfortable with funnels, attribution, and tools like GA4 and spreadsheets
- An experiment-driven mindset: you form hypotheses, test, measure, and iterate
- Solid understanding of conversion rate optimisation and lifecycle/email marketing
- Self-directed and organised, able to run several initiatives at once
- Clear communicator who can turn data into a story and a recommendation

Nice to Have

- Experience in a startup or scale-up environment
- Familiarity with CRM and marketing automation platforms
- SQL or comfort working directly with data
- Experience managing or mentoring junior team members
- Experience in influencer marketing or the creator economy

What you'll get:

- Competitive salary of £45k–65k depending on experience
- 25 days annual leave
- 10 days 'work from anywhere'
- Professional development opportunities
- Laptop provided (upon request)
- The opportunity to directly influence how talent intellectual property is managed, licensed, and protected in the age of generative AI
- A meaningful seat at the table during a pivotal stage of our company's growth
- A supportive, ambitious environment with room to grow and lead
- Exposure to leading global brands, world-class talent, and major industry partners
- Hybrid working with a central London base
- The chance to do career-defining work at the intersection of influence, creativity, and AI

To apply, send your CV and a short note on a growth result you're proud of to hester@truerights.com.