Head of Growth

Full-time • North American Growth & Team Leadership

All roles are remote.

Causally is an AI-native studio. We build our own apps on the AI-assistant paradigm, and help companies rebuild key workflows around it.

Own growth in North America, from launch to sustained acquisition and retention, and build and lead the growth team.

How you work

You are curious about why people act the way they do and define the problem before choosing a method. You can explain your reasoning and change your mind when data or feedback calls for it. Faced with an unfamiliar problem, you draw on what you know, use AI to test ideas, and help the team deliver.

What you will own

- Set the North American growth strategy and lead product launches, with clear channels, budgets, milestones, and accountability for results.
- Run and optimize paid acquisition, using acquisition costs, retention, and revenue to guide budgets and creative.
- Oversee social content, creator partnerships, community, ASO, and SEO, and explore acquisition through AI search.
- Work with product, engineering, and design to improve activation, retention, monetization, and sharing; run growth experiments and review results.
- Build and lead the growth team: turn goals into plans, assign ownership, hire and develop colleagues, and personally drive key initiatives.

What we look for

- 3-5 years of growth experience with apps, SaaS, or internet products, including a successful launch from zero that you personally led.
- Deep hands-on expertise across multiple major ad platforms, such as Google Ads, Meta Ads, TikTok Ads, and Apple Search Ads, with independent campaign and budget ownership.
- A strong understanding of North American users and a good instinct for data. You can analyze conversion, retention, CAC, and LTV, identify bottlenecks, and test your assumptions.
- Experience leading a small team or cross-functional project, setting standards, building workflows, and coaching colleagues.
- Strong written and spoken English for independent market research, reviewing marketing copy, and working with users and partners.
- Ability to use AI for research, analysis, and content production, independently check and improve its output, and adapt and test approaches for each product and channel.
- A bachelor’ s degree or above in any field. Backgrounds in psychology, behavioral science, communications, business, economics, or marketing are welcome.

Include with your application

- Your résumé and 1-2 case studies you led. Explain your personal contribution, resources, key decisions, and results, and name the ad platforms you managed. Anonymize confidential information as needed.

Apply: career@causally.xyz

causally.xyz/career

Subject: Causally application • Head of Growth