

Director of Performance Management

Description

dopeapps is at the forefront of the cannabis industry, providing state-of-the-art app solutions to dispensaries across the country. We're seeking a dynamic and analytical Performance Manager to join our growing team. This role will be pivotal in driving the performance of our apps on both the Apple App Store and Google Play Store, optimizing user experience, and ensuring our platforms meet the highest standards.

Responsibilities

Oversee the performance of dopeapps across all platforms, including Google Analytics, Looker Studio, the Apple App Store, and Google Play Store.

Monitor, analyze, and report on key performance indicators (KPIs) to drive app performance improvements.

Develop and implement strategies to enhance user engagement, retention, and overall app performance.

Collaborate with the development and marketing teams to identify areas for improvement and execute data-driven decisions.

Manage A/B testing and other experiments to optimize app functionality and user experience.

Ensure compliance with industry regulations and best practices, particularly within the cannabis sector.

Provide regular performance updates to senior management and stakeholders.

Qualifications

Bachelor's degree in Marketing, Business, Data Analytics, or a related field.

Minimum of 3 years of experience in performance management, analytics, or a similar role, preferably within the tech or cannabis industry.

Proficiency with Google Analytics and Looker Studio.

Strong understanding of the Apple App Store and Google Play Store, including app submission and optimization processes.

Excellent analytical skills with the ability to interpret complex data and make data-driven decisions.

Strong communication and presentation skills.

Experience working in a fast-paced environment with a focus on tech or digital products.

Knowledge of the cannabis industry and its regulations is a plus.

Job Benefits

Competitive salary with performance-based bonuses.

Hiring organization

DopeApps

Employment Type

Full-time

Beginning of employment

As soon as possible

Duration of employment

Ongoing

Industry

Cannabis SaaS

Job Location

Remote work possible

Working Hours

9-5

Date posted

August 8, 2024

Comprehensive health, dental, and vision insurance.

Flexible work schedule with remote work opportunities.

Generous paid time off and company holidays.

Professional development opportunities and ongoing training.

Employee discount on all dopeapps products.

Opportunity to work in a rapidly growing industry with a passionate team.