

At Autobooks, our mission is to help small businesses thrive by providing tools to streamline their billing & accounting tasks. We are seeking a conversion copywriter with a growth marketing background to 1) help us craft messages that capture small business owners' attention, and 2) boost conversion rates along our entire customer journey.

Are you a skilled growth marketer who knows how crucial the right words are in compelling people to act?

Maybe you've been in "Jack-or-Jill-of-all-trades" marketing roles before...

- You know conversion rate optimization principles like the back of your hand.
- You've dabbled in data & analytics.
- You're proud of some of the high-converting marketing campaigns you've already run in your career — whether they were PPC, organic content marketing, or launching email nurture sequences that generated sky-high open and click-through rates.

You're a marketer who knows that "growth" means more than just pouring more leads into the "top of the funnel" — it requires keeping existing customers highly engaged, reducing churn, and turning your best customers into champions who rave about your product to their friends.

But at your core, you're a writer. What *really lights you up* is getting inside customers' heads, figuring out exactly where the "leaky holes" are in their journey with your product, and distilling customer insights into messages & copy that *patch* those holes (aka, boost conversions) at each stage of the journey.

You're looking for an opportunity to move beyond driving leads into a funnel. You want to leverage your stellar writing skills collaboratively with Sales, Support, Product, & Engineering to create a higher-performing customer experience overall — and you will find that here at Autobooks.

About us

At Autobooks, we partner with banks & credit unions, and provide their small business customers the tools they need to create & send invoices, accept credit card payments, and manage their accounting tasks — all from right inside their business bank accounts.

We make it easier than ever for small business owners — your mechanic, your family portrait photographer, your favorite cupcake shop owner — to streamline the financial side of their businesses, so they can spend more time doing the work they really love.

When a bank or credit union wants to establish themselves as a leader in providing digital financial services, we are the vendor they turn to. And we want your ideas, passion, and experience to help us continue improving what we offer.

About the role

We have invested heavily in understanding our small business customers: their desires, their pain points, and the struggles that motivate them to find & switch to Autobooks. This investment informs everything about our business — including, of course, the messaging & copy we use to resonate with small business owners.

As a member of our Growth team, you'll work closely with a friendly, collaborative, fast-paced crew to create compelling copy that converts more small business owners into new Autobooks customers, and more of our new customers into long-term satisfied users. The messaging strategies and copy you deliver will serve to directly impact our growth.

As a Growth team, we're driven by the metric of helping small business owners be more successful at every stage of our customer journey — not by our own egos. We appreciate creative ideas, moving quickly, and attention to detail. Everyone here rolls up their sleeves and does work. You'll not only be responsible for coming up with strategies, you'll also help execute.

Here's what your work might look like day-to-day:

While ramping up, you'll...

- Learn the ins and outs of our product
- Deep dive into the customer insights we've gathered
- Develop an intuitive understanding of the primary 'jobs' our customers hire Autobooks to 'do' for them
- Build relationships with your fellow Growth team members, as well as the Product & Engineering teams
- Meet with the Business Development team to develop an understanding of how we sell to, communicate with, and manage relationships with our financial institution partners
- Familiarize yourself with Autobooks' existing brand, marketing, & growth assets — our web properties, past & current SMB paid advertising campaigns, direct mail campaigns, email workflows, etc.
- Develop a general understanding of the overall 'story' we want to tell throughout our conversion copy
- Soak up knowledge from everyone & everything you can!

To make an impact, you'll...

- Continually help shape the strategy + priorities of the Growth team and take an active part in planning meetings
- Take ownership of the 'voice & tone' of Autobooks
- Produce high-converting copy across the customer journey — website, landing pages, digital ads, marketing & onboarding emails, product copy, etc. — in order to convert more small business owners to customers, and more new customers into long-term users
- Combine the science of conversion copywriting with the art of good writing principles and crafting of a consistent brand voice
- Drive experiments to increase conversions in emails, across landing pages, and within the product itself
- Build rapport & maintain an open line of communication with the Product team, making sure that the learnings from your experiments are shared and accessible cross-departmentally

When you're ready to level up, you'll...

- Have shown tangible growth results from your work
- Have defined and documented conversion best practices internally, so your processes can be replicated at scale across all Autobooks communications
- Be fully at home as a critical member of the Growth team, and feel comfortable engaging in discussions about growth & conversion principles with team members across the entire organization

- Who knows! Part of joining a company at this stage is being comfortable with an evolving set of responsibilities. Your unique perspective and talents can help shape Autobooks in ways we might not even know about yet.

Here are the "must-haves" to be successful in this role:

- **A++ writing skills** (do we even need to mention this?)
- Previous professional experience in a **growth marketing or conversion rate optimization** role
- **Foundational understanding of data & analytics.** You don't need to be a data science master, but you should be comfortable defining campaign goals, as well tracking & reporting back on the results of your work.
- **Proactivity & hustle.** You don't wait around for assignments. You take it upon yourself to keep conversations and projects moving forward.
- **Critical thinking skills.** You are comfortable evaluating options and making decisions in the face of uncertainty, and later reporting back to your team on what worked, what didn't work, and what you've learned.
- **Enthusiasm for both shaping strategy and executing on the work.** You would love the chance to direct the high-level plan of what needs to happen, and later proudly point to the results and say *"Yup, I wrote that."*
- **You're a delight to work with.** We strive to be generous, collaborative, and focused on what is best for the customer — not just what feeds our own self-interests. We will look for the same from you.

Here are a few other hints that you might be the person we're looking for (not required, but bonus points if you match up with a number of these):

- A proven track record of improving conversion rates across the customer journey of a SaaS company
- Knowledge of conversion copywriting tools (messaging frameworks, copy formulas, etc.)
- An understanding of the Jobs-to-be-Done framework
- Experience fielding feedback and collaborating with stakeholders across teams to produce high-converting results
- Experience in the Financial Technology space (banking, payments, invoicing, accounting, etc.)
- Experience with HubSpot

Why we think you'll like working with us

When you come on board as our Conversion Copywriter...

- You'll be part of a collaborative, driven team where you can make a major impact across the organization.
- You'll be treated as a core member of the Growth team: someone whose knowledge of CRO and copywriting best practices we value as we seek to grow our customer base.

Here is how we support the health, career growth, & well-being of our team:

- We offer competitive salaries and health/dental/vision benefits: 401k with company matching * Health, Vision, and Dental insurance * FSA * Paid time off * Life insurance and long-term disability

- We make sure you have the tools that you need to do your best work (laptop and accessories).
- We believe in having a flexible work environment. We've designed our Detroit office in a way that promotes deep work, but if you need to hit a coffee shop to get things done, go for it!
- We believe that different perspectives and backgrounds are what makes a company flourish. We welcome all applicants regardless of race, gender, orientation, sexual identity, economic class, ability, disability, age, religious beliefs or disbeliefs, or status.

Experience:

- SaaS Growth/Copywriting: 2 years on the job or studying is highly preferred