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Subscription Growth Marketer

Location: Houston, TX (Hybrid) or Remote

Gulf Energy Information is a global B2B media and intelligence company serving professionals across the energy value chain. Our brands—including *Petroleum Economist*, Global Energy Infrastructure, *World Oil*, and *Hydrocarbon Processing*—deliver trusted insights, project data, and analysis that support critical commercial and operational decisions. We offer a portfolio of premium digital and AI-enhanced subscription products and are seeking a skilled marketer to help expand their reach.

Role Summary

We are seeking a part-time Subscription Growth Marketer (20 hours/week) to drive targeted acquisition, engagement, and retention programs for our *Petroleum Economist* and Global Energy Infrastructure subscription businesses, as well as support the growth of our emerging *World Oil AI* and *Hydrocarbon Processing AI* offerings.

This role focuses on practical execution: building funnels, improving conversion performance, strengthening email automation, and supporting subscription campaigns across priority products. You will also contribute light automation and lifecycle improvements for other media brands. This is a hands-on role for an experienced marketer who can plan, build, and optimize campaigns independently.

Primary Focus Areas

Demand Generation & Funnel Optimization

- Build and optimize acquisition funnels for *Petroleum Economist* and Global Energy Infrastructure.
- Create landing pages, email sequences, and nurture flows for individual and corporate subscription prospects.
- Improve conversion paths from MQL → SQL → subscriber.

Subscription Lifecycle & Retention

- Develop onboarding and engagement sequences that increase usage and reduce churn.
- Create persona-based nurture tracks.
- Monitor lifecycle metrics and recommend improvements.

AI Product Growth Support

- Support subscription marketing efforts for *World Oil AI* and *Hydrocarbon Processing AI*, including messaging, email campaigns, and acquisition funnels.
- Assist with the development of use-case positioning and subscription value propositions.

Secondary Focus Areas

Automation & Email Optimization

- Improve automated email sequences (welcome, re-engagement, upgrade prompts) across our broader media subscription portfolio.
- Standardize basic lifecycle best practices across brands.

Content & Messaging

- Write clear, compelling copy for senior-level technical and commercial audiences.
- Translate energy-sector topics into clear value-focused messaging.

Analytics & Reporting

- Track key funnel metrics subscription products.
- Provide monthly performance summaries with recommended tests and improvements.

Expectations

You will be accountable for:

- Driving subscriber acquisition growth for premium subscriptions.
- Growing corporate subscription pipeline (MQLs, SQLs, proposals).
- Increasing LTV and reducing churn through lifecycle and retention programs.

Who You Are

You are a strong fit if you are:

- A growth marketer with a bias for action, experimentation, and speed.
- Comfortable with technical audiences: engineers, analysts, planners, strategists.
- Experienced in SaaS/subscription marketing.
- Able to craft crisp, executive-caliber positioning for senior decision-makers.
- Able to deliver measurable growth without heavy agency dependence.

Requirements

- 5+ years in subscription marketing, SaaS growth, or B2B digital marketing.
- Proven track record driving subscription or SaaS revenue.
- Mastery of email automation, CRM workflows, segmentation, and A/B testing.
- Strong copywriting skills across paid and owned channels.
- Comfort working across multiple products and audiences simultaneously.
- Familiarity with energy or industrial sectors (preferred but not required).

Please email your resume and cover letter to Resumes@GulfEnergyInfo.com.

About Us

Gulf Energy Information is the leading media company to the global energy industry. Our specialized publications and conferences reach over 300,000 people worldwide. Gulf also provides market intelligence solutions to the international energy industry. Offices are located in London and Houston. We are a dynamic and growing company and this position is for a well-established brand. This role is an office-based staff position with excellent benefits and a competitive salary. No phone calls please.