

Acquisition Marketing Manager

(Company Description & Introduction)

The Acquisition Marketing Manager will primarily work on digital channels, and will also have the opportunity and be expected to identify and test new channels (both online and offline) and fold those that are efficient into our marketing mix. This person will report to the Director of Marketing and work closely with their counterparts in Engagement Marketing and Retention Marketing.

This role is especially perfect for someone who has worked at a digital agency and is looking to work some magic on the brand side.

What you'll do:

- Manage online acquisition channels always with a focus on customer quality and efficient CAC
- Test into offline channels
- Partner with design to create marketing assets (landing pages, paid social ads, etc)
- Manage end-to-end execution of all acquisition campaigns, including reporting
- Liaise with brand, engagement and retention teams to share winning messages and ensure consistent messaging across lifecycle stages
- Track and report the ROI and effectiveness of each channel and campaign

Who you are:

- 3-5 years of experience in direct response customer acquisition marketing at a fast-growing DTC or ecommerce consumer brand or similar agency experience
- Experience planning, launching and analyzing paid social and Google programs to drive a sustainable and efficient CAC
- 1 year of experience managing people and the desire to grow that skill
- Demonstrated partnership with creative roles and teams
- A thirst for A/B testing and learning across and within channels and rigor in reporting learnings both in terms of cadence and content
- Excellent communication (verbal and written) and collaboration skills that enable you to earn trust at all levels
- High degree of organization and ability to manage multiple, competing priorities simultaneously
- Flexibility, adaptability, and comfort with ambiguity
- Highly skilled in Microsoft Excel, proficient in Google and Microsoft Suite programs

- You care about food and want to build something big and valuable that also has a positive impact on all stakeholders, from customers to farmers to local purveyors to employees!