

VP of Digital Marketing

The VP, Digital Marketing will be responsible for the management and positioning of the brand in the digital space, as well as the development and execution of strategic programs that support the growth of our channel traffic and sales and business objectives. This role will be responsible for overseeing the growth of all key Digital Marketing channels that drive traffic to the site inclusive of Search (Paid & Natural), Affiliate, Display, Email, SMS and Mobile App. The VP, Digital Marketing owns the end-to-end management of the customer/channel strategies including identification, acquisition, engagement, and retention. This person is a key stakeholder of the customer-facing strategy and drives customer insights with full-funnel ownership across our digital channel and responsibility for revenue growth. This role requires successfully managing and navigating cross-functional efforts across merchandising, technology, planning, creative, product, marketing and finance.

Key Accountabilities:

- Work closely with Marketing Directors and business heads to build and implement digital programs to strengthen the firm's brand position and achieve growth targets
- Plan and execute innovative integrated digital marketing campaigns, and manage marketing programs from strategic planning through to ROI reporting
- Conceive, execute, and assess integrated multi-channel digital marketing programs to generate sales, raise brand awareness, and strengthen customer loyalty. Channels will include search, display, affiliates, email, SMS and mobile app marketing
- Coordinate with Marketing to ensure email channels are integrated for tracking and measurement and assist in landing page creation and A/B and multivariate testing to improve performance
- Collaborate on the creative development and content for digital advertising campaigns
- Research and understand retail media to identify appropriate web properties for each campaign; develop reporting on key metrics and measure the achievement against goals
- Partner and collaborate where appropriate (with digital agency) to build and monitor marketing program performance
- Analyze reporting and make insightful recommendations to improve rankings against business objectives
- Establish appropriate reporting to assess and measure digital initiatives in conjunction with the Omni Channel Analytics Team
- Review and analyze data and activity reports to inform improvements to digital properties, programs, and marketing spend
- Produce and share useful analysis of email performance, website traffic and behavior, and key metrics with insightful recommendations to improve performance

- Stay abreast of new digital marketing technologies, legal requirements, trends, and competition; recommend and advise on marketing operations and infrastructure enhancements
- Assist channels to develop strategies by advocating for the customer and ensuring channel strategy alignment with customer strategy and segments; ensure message consistency
- Predict customer and competitor response to marketing tactics including an estimate of ROI and contingency plans
- Evaluate individualized marketing program success and use to inform performance feedback against customer/channel strategies
- Supervise the design of a repeatable annual marketing plan process that includes the likely inputs, meetings required to construct and vet, the review and update cycle, and appropriate approvals
- Build annual marketing plan and facilitating consensus of deliverability and feasibility of the plan with external and internal partners (e.g. Merchandising and IT)
- Allocate marketing budget in order to meet financial expectations
- Understand creative and merchandising themes and develop appropriate marketing strategies and tactics to support them
- Set monthly marketing execution plans by week by media type; manage monthly media budgets
- Set performance metrics by media type by month; conduct analysis to validate results by media type
- Evaluate consumer metrics and marketing's impact on those metrics including monitoring of lapsed and new consumers
- Evaluate POS performance to understand consumer behaviors driven by marketing campaigns including messages and media types
- Devise testing approaches & test innovative use of current media or new media types in conjunction with Omni Channel Analytics Team
- Define and document repeatable marketing process, templates and business rhythm to instill increased predictability
- Define participants and inputs for each step in the marketing process
- Facilitate integration meetings to ensure all stakeholders have a forum for discussion and an accountability to deliver on shared plan
- Coach and develop team based on performance, individual role responsibilities, and career aspirations

Education and Experience:

- Bachelor's degree in business, marketing, or related field; MBA preferred
- 10+ years of experience, including CRM, marketing, and brand management

Skills and Behaviors:

- Understanding of customer attitudinal and behavioral traits, sales trends, competitive threats, corporate brand strategy, industry trends, regulatory developments, campaign effectiveness and economic forecasts
- Understanding of brand and channel strategies
- Experience with email service provider tools
- Strong customer segmentation skills
- Strong knowledge of the retail industry, combined with expertise in current digital marketing practices and technologies
- Strong knowledge of web analytic tools to work in close conjunction with the Omni Channel Analytics team; experience in delivering reporting and insight on email conversion and web traffic/activity
- Knowledge of marketing concepts and application using price, promotion, placement and product
- Knowledge of most current digital technologies, trends and tools; interest and passion for employing digital marketing to advance business goals
- Knowledge of CRM concepts
- Proficiency with basic office automation tools including spreadsheets, databases, word processing and e-mail
- Must have an integrated and hands-on approach to the job