

## **VP, Digital Marketing & Growth**

(Company Introduction and Description)

### ***About This Position***

We are looking for a VP Digital Marketing & Growth to be based in our (CITY, STATE) location.

Reporting to the founders and Co-CEOs you will play a critical role in helping (COMPANY NAME) achieve its business and revenue objectives via digital marketing strategies across direct to consumer (DTC) and wholesale channels of distribution. Combining experience and thought leadership across Customer Acquisition, Ecommerce and, Engagement, this person will lead the development and implementation of integrated digital marketing initiatives that drive traffic, revenue, engagement, and lifetime customer value. This role leads and develops a team of digital marketing executives and partners extensively with crew members across the brand. This is a great opportunity for an experienced marketing professional who is seeking a dynamic environment and is eager to bring new ideas to a mission driven organization.

### ***Responsibilities***

Drive online revenue through the development and execution of digital marketing strategies and tactics that deliver traffic and revenue for our DTC branded website including, but not limited to: organic and paid search, display, re-targeting, social media, mobile and affiliates

- Deliver on revenue and marketing efficiency targets on a weekly, monthly and quarterly basis by constructing a robust breadth of paid Acquisition Marketing channels
- Lead the development and execution of strategic and tactical business plans, including management of the global Ecommerce P&L which encompass data analytics/personalization, digital advertising, social media, influencer marketing, SEO/SEM, affiliate, display, mobile and emerging technology
- Set vision and strategy for holistic and seamless brand discovery, shopping and purchase experience
- Understand and translate customer behavior through digital data to inspire creative teams to deliver best in class work and user experience
- Build a high performance, versatile and agile digital team capable of driving transformational change for the organization and who can stay on top of cutting-edge technology trends
- Utilize proven methodologies to understand customer behavior through data analytics, personalization, machine learning and artificial intelligence while understanding the latest technology to help optimize data to engage with customers

- Manage and vet outside partners to drive improvements to the E-commerce P&L, including revenue, margin and expense improvement
- Develop Ecommerce plans and programs to generate incremental revenue and profits for the brand and drive business profitability by increasing visitors, improving conversion rates and managing margins
- Establish business reporting/KPIs to ensure progress against brand and retail objectives
- Establish and drive an on-line merchandise strategy with a product assortment that maximizes revenues, including oversight on planning, product imagery, promotions, cross-selling/upselling and product copy;
- Lead company efforts to harness our consumer data to optimize product development, targeting, site experience and more.
- Partner with Email and Ecommerce site leads and brand marketing teams for the right balance of message, frequency, and targeting.
- Lead copywriting team responsible for SEO product descriptions.
- Direct social media strategies that acquire and engage new customers
- Partner with brand marketing teams to maximize digital brand efforts including upper funnel digital media, marketing partnerships, content creation, and social media engagement.
- Collaborate with the product and marketing teams on overall commercial strategy, marketing strategy and content leveraging consumer insights
- Ensure strategies are appropriate to our target audience and drive growth and a competitive advantage
- Lead the development of a consumer storytelling Ecommerce calendar to drive brand initiatives and maximize ROI
- Demonstrate creativity, out-of-the-box thinking and resourcefulness in leading team to meet ambitious growth goals
- Collaborate with executive leadership team to drive the mission of the brand and serve as a brand ambassador to the market

### ***Qualifications***

- 10 to 15 years' experience in digital marketing, including managing consumer acquisition & retention, database marketing, search, and social media with hands-on digital marketing with a for-profit business organization with 5+ years of Ecommerce P&L ownership.
- Proven track record of driving innovative and integrated marketing ideas across a full spectrum of digital mediums.
- Ability to manage multiple projects and prioritize effort based on ROI to the business.
- Excellent leadership and team building/management skills.
- Experience in omni-channel retail and wholesale industry.

- Strong analytical skills and proven data driven approach to decision making.
- Experience and success developing and implementing integrated digital marketing with measurable results.
- Experience in online advertising and online acquisition campaigns required.

***Here are a few other things we will need you to have:***

- Bachelor's Degree; MBA or Masters in Marketing preferred
- Subject matter expertise in paid and organic search, display advertising, affiliate marketing and mobile,
- Proven experience with Shopify, WordPress and BigCommerce and digital marketing platforms including Demandware and Google Analytics....
- Excellent verbal and written communication skills with the ability to partner with various levels of leadership within the organization
- Comfort in a fast-paced, always changing start-up environment
- Team-first, optimistic, solution-driven orientation
- Comfortable balancing sometimes conflicting interests and helping to arrive at the best solution for the company, both short and long term.