



## **Director, Digital Growth**

### **Summary**

The Director of Digital Growth will be responsible for optimizing a digital-first strategy for customer and revenue growth through paid media across our DTC and more specifically, Amazon channels. The day-to-day will vary, but the right candidate is analytical, strategic, and operational with a desire to see the tangible impact of their efforts & drive the organization to realize big wins. Must have firsthand Amazon Seller Central expertise and experience in omnichannel inventory & forecast management.

### **Description**

- Champion execution of Amazon merchandising and promotional plans to support Sales, Marketing, and Amazon monthly priorities across Amazon's entire ecosystem
- Work cross-functionally w/ Finance & Ops to ensure inventory is maximized & forecasting is accurate to deliver aggressive sales goals across all sales channels
- Pursue new Amazon marketing activities & assist in asset/content coordination to positively impact sales, profitability and customer experience
- Partner with Ops, Marketing, Media, eCommerce, CRM, and Digital teams to deliver coordinated marketing efforts to drive Amazon profitable sales growth
- Lead and maintain brand store as well as new occasion-based/promotional stores creation (i.e. Holiday); lead execution and coordinate with Marketing and Creative teams to ensure content, images, and product selection are leveraged to maximize brand presentation and sales conversion
- Lead performance marketing strategy through execution on paid social channels
- Own paid marketing budget with the guidance of senior leadership; optimize paid budgets based on weekly and monthly pacing
- Analyze and iterate campaigns based on traffic, CPA, ROAS, and revenue goals to drive continued growth
- Develop a clear framework & KPIs for investments across our channel mix
- Build customer insights through marketing channel data and site analytics to continuously find new ways to speak to a growing audience
- Measure and evolve customer attribution to provide a holistic view of channels
- Partner with cross-functional teams and external agencies to drive thoughtful, on-brand creative
- Maintain and develop strong partner relationships with marketing platforms and agencies to drive accountability
- Own sales reporting to leadership team & support analytics needed for executive meetings
- Manage Ecomm lead to execute site roadmap milestones & efficiently drive direct sales

### **Key Qualifications**

Experience developing, planning, launching and analyzing customer acquisition & full funnel media programs to scale & deliver aggressive revenue goals.

- 7+ years of multi-channel direct response acquisition marketing experience, primarily at an e-commerce, CPG or beauty company, or similar agency experience directly managing a significant marketing budget
- Amazon experience is required
- Expertise in Online Retail, eCommerce/DTC, Digital Marketing, or Business Analytics
- Passion for eCommerce / Online Retailing / Amazon
- Experience managing but not limited to Facebook Ads, Google Analytics, Television / OTT, Sampling, Podcast
- Excellent managerial and mentoring skills, and a desire to develop and coach your direct reports
- Past success with analyzing data, drawing accurate conclusions and adjusting strategy accordingly
- Systems thinking mindset - ability to understand multiple interactions with the demand-driven Supply Chain
- Strong knowledge of Brands Go-To-Market strategies, brand positioning, and channel strategies
- Strong quantitative business analysis skills with the ability to interpret data and insights yet also a creative thinker
- Capable of leveraging data coupled with a creative design eye to deliver optimal shopper experiences and promotional programs
- Ability to build positive relationships with cross-functional partners
- Independent, self-starter
- Resilient, demonstrating optimism and passion to continually focus and achieve goals
- Team-first mentality
- Possesses complex problem-solving techniques/skills

#### **Education & Experience**

BS/BA degree required, with 7-8 years of consumer goods / beauty experience.

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