



Job description – VP of Marketing & E-Commerce

Key Responsibilities

The Vice President of Marketing & e-Commerce will be our resident visionary and subject matter expert on all things marketing, digital, and e-Commerce, and a powerful advocate for the most robust and profitable customer experience. The person in this position will be a credible and articulate spokesperson for the vision, mission, and distinguishing features of the brand – someone able to position and present the Brand to consumers, wholesale partners and press audiences.

- Develop overall communications strategy inclusive of marketing, digital, advertising, and PR that reflects both current and longer-term business objectives and longer-term growth goals
- Build marketing plan, prioritize and allocate investment according to a thoughtful balance of brand goals and business requirements, ensuring messages and budgets are distributed across the right channels and audiences to meet sales objectives
- Strong commerce mindset with an appreciation for the power of marketing to drive revenue and its responsibility to contribute to business growth
- Owner of online commerce including strategy, implementation and revenue driving initiatives including, but not limited to, responsive site development, P&L management, creative, merchandising, planning, and experience
- Develop and communicate compelling storytelling through social and influencers in order to drive brand desire. Effectively balance content and commerce such that each fuel and enhances the other
- Establish and track key brand and business performance metrics, including but not limited to, site traffic, customer acquisition & retention, AOV & UPT, and email subscription, open rate, click through, revenue, conversion, and unsubscribe rate
- Develop and manage customer lifecycle strategy with careful thought given to the various element (i.e., awareness, consideration, trail, acquisition, retention, lifetime value) and the balance and interaction of contributing factors (i.e., personalization, attribution, segmentation, loyalty)
- Serve as brand steward and contribute to consistency of brand voice and aesthetic across all audiences, communications touch points and marketing materials
- Remain engaged with approaches and advancements of our competitive set in both direct and brick-and-monitor retail arenas
- Serve as central repository of knowledge for both proven and new ways to deliver and evaluate marketing messages

- Serve as key strategic liaison between the Designer and outside partners on the marketing component of any program/sponsorship
- Member of Executive Team responsible for contributing strategy and subject matter expertise to discussions on brand growth, business expansion, and competitive landscape
- Lead the Marketing Team with equal emphasis on priorities management, total team skill building & productivity, and thoughtful growth & development of each individual team member
Reports to CEO

Requirements

- 8-10 years' experience with at least five in digitally-forward or omni-channel environment
- Leadership experience in a commerce-oriented/revenue-driving marketing role
- Develop and drive digital marketing strategies and tools including, but not limited to, SEM/SEO, display advertising, re-targeting, affiliate marketing, email marketing and acquisition, and both organic & paid social media
- Database management including and retaining audience
- Current on emerging marketing and media channels, tools, trends and best practices
- Experience with digital commerce and marketing KPIs and analytical tools
- Data-and-metrics-minded with deep knowledge across CRM, modeling and segmentation approaches and resources
- Deep understanding of social and how to best leverage it at a high-touch brand
- A proven ability to think strategically and execute
- Experience setting and managing budgets including revision and reallocation throughout the fiscal year base on business performance
- Demonstrated ability to lead, motivate, and manage a team to contribute, collaborate, deliver and grow
- A proven track record of building support across an organization
- Experience with both setting and delivering/executing strategy
- Strong written and verbal communication skills
- Comfortable, polished presentation skills

If interested, please Email your CV to Resumes@OmniChannelCareers.com for confidential consideration.