



## **Digital Marketing & Social Media Manager - Luxury Goods**

### **THE ROLE**

One of the most successful American Designers in Luxury Goods, Jewelry & Accessories is looking for a talented Digital Marketing Manager to plan and execute their Marketing, Advertising, and E-commerce strategy. This role will be "Hands-On" but also very strategic and tactical.

In this role, you will "wear many hats" and play a key part in Driving Engagement and Amplifying the Brand by developing an overall strategy across the Brand's digital channels.

### **KEY RESPONSIBILITIES:**

#### **Digital Marketing & Social Media**

Manage content creation and strategy for search, display and social media campaigns. Manage advertising budgets while measuring performance to ensure our investment is maximized across all channels. Additionally, work with affiliates and influencers to drive new means of traffic.

#### **Website Marketing**

Plan online product and promotional calendars to coordinate with creative, marketing and sales. Ensure the site's imagery and content are updated, pages are merchandised properly, and site functionality is working properly. Conceptualize and build landing pages that drive revenue, develop loyalty programs that increase LTV, and identify and initiate areas of improvement for increased conversion.

#### **Email Marketing & CRM**

Manage weekly email marketing strategy to drive incremental revenue, consumer engagement, and support performance and brand marketing goals. Additionally, develop and optimize CRM emails to drive retention and growth in the consumers buying funnel.

**Copy Writing**

Write copy that brings the Brand's tone and voice to all channels, including social media, email, website, retail, editorial, and offline formats

**Reporting**

Responsible for developing weekly and monthly reports about performance, digital trends, key insights and new ideas back to the marketing team. This role will help inspire best-in-class digital leadership across the company.

**EXPERIENCE**

- Minimum 3-5 years of digital marketing experience within a Direct-To-Consumer business. Ideally with a retail or luxury company.
- Bachelor's degree in marketing, business or related fields.
- Entrepreneurial drive with willingness to roll up sleeves and get hands dirty.
- Experience across Google and Social Media platforms.
- Comfortable with Adobe Creative Suite.
- Comfortable with Listrak, Mailchimp, or related platforms.
- Self-motivated with excellent communication skills.