

DIGITAL MARKETING MANAGER

SUMMARY:

Under the general supervision of the Marketing Director, the Digital Marketing Manager is responsible for merchandising and promoting Sonlight's products across all digital channels. This person will work with cross-functional teams to increase overall direct-to-consumer (DTC) sales and conversions via various digital channels. They are responsible for developing and executing digital marketing programs to achieve stated objectives regarding revenue, profitability, market share and online user experience for our customers.

This position will work with internal and external teams to develop and execute digital marketing plans, promotions, and activations consistent with overall brand marketing strategies, including paid media, marketing automation, SEO/SEM, social media, website optimization, ecommerce, email marketing and helping with overall editorial planning (blog, social, email).

DUTIES AND RESPONSIBILITIES:

- Responsible for the creation and execution of the company email marketing strategy.
- Responsible for establishing marketing automation strategy: including drip campaigns, customer journeys, funnels, and path to purchase.
- Strategize and implement website updates, integrated campaigns, promotions and features in Magento.
- Creates promotional email campaigns utilizing Klaviyo.
- Works with the Director of Marketing to plan and execute effective online merchandising campaigns. Coordinates these campaigns with other online and offline efforts to ensure a consistent marketing message across channels.
- Drives UX and site usability improvements and feature enhancements to optimize the customer experience.
- Plans and executes unique digital marketing campaigns to improve the customer experience and increase sales, such as personalization/segmentation retargeting.
- Responsible for developing customer retention campaigns.
- Plan, executes and ongoing management of SEM campaigns while tracking key KPI measurables.
- Optimizes content pages, landing pages, and product descriptions to increase organic traffic; maximizes conversions.
- Manages the positioning of value-added content to improve the customer experience (upsell/cross-sell product, media, testimonials, etc.)
- Facilitates all campaign deliverables and promotions in coordination with the web development team.
- Identifies new features/functionality and evaluates 3rd party software and tools. Works with cross-functional teams to implement new features and tools/software, but manages the process.

- Analyzes and reports on digital marketing channels and campaign efforts to achieve and exceed benchmarks for Key Performance Indicators (KPI). Recommends changes to our digital marketing efforts, website and merchandising based on the data.
- Understand the voice of customer through market research and usability testing to make recommendations on improvements to both the website and digital marketing initiatives.
- Identify market trends and competitors' actions impacting the market; digital marketing
- Provide input to and support the execution of approved advertising, direct mail, promotions, and other programs designed to create brand awareness and demand for products in traditional (homeschool) and targeted markets (non-homeschool, schools, afterschoolers) • Participates in relevant planning sessions, operational review meetings, and special events.
- Fulfills other duties as assigned.

MINIMUM JOB REQUIREMENTS:

Bachelor's Degree in a business-related field or three years experience in a strong marketing, ecommerce and/or digital marketing role or an equivalent combination of applicable education and experience is required. Proven project management and leadership skills are required.

- Strong knowledge of digital marketing best practices including email, marketing automation, social marketing, digital merchandising, and SEO
- 2-4 years experience in direct PPC management for B2C ecommerce companies. Demonstrates advanced fluency in SEM fundamentals.
- Strong copywriting skills
- Strong working knowledge of Klaviyo, Magento and Google Analytics
- Strong quantitative and analytical skills
- Strong attention to detail
- Bias for action and proactive nature
- Multi-tasking and prioritization based on ROI
- Goal-oriented and comfortable working with revenue and other KPI targets
- Experience gathering and analyzing metrics, creating reports, and using findings to improve click-through and conversion rates
- Email marketing experience including HTML/email building, segmentation, automation, and metrics analysis
- Self-starter with excellent organizational skills and ability to prioritize and re-prioritize tasks in response to a dynamic environment
- Ability to manage multiple projects at once in a deadline-driven environment

Send resume to: Apply@Inquisicorp.com