



**TITLE:** Sr. Manager or Director (DOE) Digital Marketing

**REPORTS TO:** Sr. Director, Marketing

**LOCATED:** NYC (HQ)

**FLSA STATUS:** Exempt

**OVERVIEW:** This position is responsible for managing all aspects of Digital Marketing for our Ecommerce, POS, and Extranet platforms on behalf of the International Cosmetics & Perfumes (ICP) brands. This person will serve as the leader and driver for marketing strategies and executions around Digital Marketing and Ecommerce, as well as provide technical expertise for all initiatives. As this is a small team, the role requires an individual that is comfortable with providing strategic direction and hands-on implementation and will be highly collaborative with internal and external clients. This role will also promote and maintain the intrinsic company culture that fosters the firm's core values of: Transparency, Recognition, Accountability and Communication.

**CORE RESPONSIBILITIES:**

- **Planning:** Strategies & growth plans for digital marketing– owned omni and retailer channels
- **Site Experience:** Creation/maintenance/growth of an agile site experience
- **Customers:** Focus on customer recruitment, retention/loyalty,
- **Analysis:** Optimize spend/ROI – establishing benchmarks and tracking against
- **Brand Management:** Brand management for all digital platforms, collaborating and taking cues from Sr. Director Marketing to drive omnichannel approach, including product launch strategies and implementation
- **CRM:** CRM creation, testing, and management – tying into email marketing activations & SMS (future), using data/ metrics for evaluation and adjustments of programs. Use tools/metrics to draw insights – cross-channel patterns, sku patterns, geographical analysis
- **Paid Search:** Paid search strategy & oversight for owned omni (SEO/SEM/Keywords, digital advertising)
- **Calendar/ Timeline:** Digital calendar creation and management including a comprehensive email and marketing content timeline.
- **Vendor Management:** Digital marketing vendor management and identification of new potential vendor partner to create and deploy digital marketing initiatives
- **Technology:** Research and evaluate new platforms/technologies to grow digital capabilities
- **Digital Strategy:** Leverage key insights about the luxury & perfumes industry to inform digital strategies by Brand and Channel
- **Budgeting:** Digital Marketing budget management
- **Leadership:** Active participant on Director Team to help progress company initiatives and processes via leadership and high-performance results
- **Corporate Culture:** Embodies the firm's vision to inspire our clients through beauty innovations and the narrative of luxury while championing company practices and culture
- **Management:** Lead and coach two direct reports on Digital Marketing team

**QUALIFICATIONS:**

- Minimum of 5+ years of experience in Digital Marketing and analytics which includes success and experience in:
  - CRM, loyalty, retention marketing
  - Paid search management and execution
  - Managing various technology platforms
  - Web analytics
  - New Site development/deployment
- Understanding of marketing and operational databases for segmentation and campaign management
- Extremely analytical – can craft a story using data and create actionable insights, ROI driven
- In-depth understanding of key customer metrics (acquisition rate, retention rate, reactivation rate, lifetime value, etc.)
- Highly resourceful, and takes initiative
- Excellent oral, written and visual communication skills
- Strong interpersonal skills and team player approach
- Good manager, mentor, and coach
- Ability to successfully organize, prioritize and manage multiple projects
- Desire to work in an entrepreneurial, fast-paced environment
- Comfortable collaborating and willing to take on new challenges and opportunities as they arise
- Adaptable to change