



JOB TITLE: Senior Marketing Manager – Digital/DTC
EXEMPTION STATUS: Exempt
DEPARTMENT: Marketing

REPORTS TO: VP - Marketing
APPROVED BY: People Operations
DATE APPROVED: 11/6/2018

DUTIES & RESPONSIBILITIES:

- Own digital/DTC marketing strategy and plan development for all brands in collaboration with internal teams, to drive brand consideration and increase demand for E-Commerce sites
- Lead strategy and plan for customer acquisition, digital content, and CRM initiatives across the portfolio of brands
- Develop in-depth knowledge of consumer needs, key trends, and competitive landscape to identify most compelling brand/product related messaging to effectively drive key objectives
- Partner with Brand Teams and E-Commerce Manager to provide end-to-end management of digital/social campaigns and programs from conception to creative briefs, planning, execution and reporting
- Collaborate with Brand Teams to ensure a cohesive and consistent messaging across all marketing efforts and optimization of creative across channels
- Responsible for managing and optimizing the web/social channels' consumer experience based on data-driven insights
- Develop comprehensive social vision across priority social channels, developing and overseeing implementation of cohesive programs that deliver increased awareness, engagement and quality growth of brands' social communities (i.e. Instagram, Pinterest, Facebook)
- Provide budget estimates and forecasts for all activity including definitions around success measurement and optimization for each campaign and acquisition channel

QUALIFICATIONS:

- Bachelor's degree in Marketing or related field required, MBA a plus
- 5+ years of experience in DTC marketing
- Proven record of digital/DTC campaigns that have driven business results
- Strong analytics and insight generation skills
- Proven ability to draw consumers in and has experience evoking an impactful connection between consumers and products
- Excited to work at an entrepreneurial company where proving success is key to be able to request more support.
- Bold, embraces risk, and wants to solve problems that other competitors may fear
- Ability to shift priorities and cut through red-tape to problem solve
- Excited to build from the ground up with an eye on creating scalable campaigns and channels
- Alcohol beverage experience/understanding a plus

- Must pass a comprehensive background check and drug screen.

- The Company participates in E-Verify.

- The employee is expected to adhere to all Company, Federal and State Food Safety.