

Are you looking to use your digital marketing talents and expertise to lead a marketing team in a fast-paced entrepreneurial company? This leadership role will manage a team of marketing professionals to support the leadership, sales, events, and product development teams in driving sales. This role will be responsible for creating campaigns and brand awareness to increase demand through various digital platforms including digital and email marketing, corporate website, and social media.



<b>Job Title:</b>	Digital Marketing Director		
<b>Department:</b>	Marketing	<b>Reports to:</b>	President
<b>Type of position:</b>	FT Salary	<b>FLSA Status:</b>	Exempt
<p>The position works closely with the owner, president, and executive team and is responsible for the overall management of the marketing team to ensure the timely execution of the corporate digital marketing initiatives to trade and consumer audiences with the goal of building brand awareness and driving sales.</p>			
<b>ESSENTIAL DUTIES AND RESPONSIBILITIES</b>			
<ul style="list-style-type: none"> <li>• Implement a digitally focused corporate marketing plan and lead marketing team to support company goals and initiatives <ul style="list-style-type: none"> <li>○ Leverage digital marketing content and social media marketing to foster engagement, maximize impressions, views and watch times, develop relationships, and promote company's brand and products to consumers, contractors, and B2B channel partners</li> <li>○ Create and execute on innovative digital marketing opportunities, platforms, trends, and strategies and inspire innovation and creativity amongst team</li> <li>○ Analyze initiatives to determine marketing effectiveness, cost benefit, effort/impact</li> <li>○ Manage and improve KPIs to meet or exceed goals for monthly customer acquisition targets and costs</li> <li>○ Support events team to market and promote regional and local events</li> <li>○ Manage email marketing strategy and track email communications including promotions and newsletters</li> <li>○ Coordinate cross-departmental meetings and conversations to ensure comprehensive communication is facilitated for marketing projects</li> <li>○ Oversee company websites ensuring that website is effectively organized, discovered, and leveraged to grow sales, educate consumers, and provide resources for professionals</li> </ul> </li> <li>• Directly and indirectly manage in-house, freelance, and agency marketing staff overseeing digital marketing, website, graphic design, content creation, videography, photography, and catalog <ul style="list-style-type: none"> <li>○ Foster a culture that embraces continuous improvement and adapts to changing marketing trends</li> <li>○ Inspire and foster creativity, effectiveness, and efficiency</li> </ul> </li> <li>• Prepare and adhere to an annual marketing budget, direct digital marketing investments, and analyze overall performance</li> <li>• Collaborate with sales and product teams to drive sales <ul style="list-style-type: none"> <li>○ Develop advertising and promotional activities to stimulate demand, generate and convert leads, and drive sales</li> <li>○ Partner with sales department developing and maintaining accurate and current databases of leads and buyers</li> <li>○ Create campaigns to capture leads and improve conversions through B2B and B2C funnels</li> <li>○ Collaborate and support product development team on product branding, product positioning, launch and lifecycle</li> <li>○ Deliver a cohesive and strategic branding message and consistent corporate image</li> <li>○ Oversee and evaluate market research and adjust marketing strategy to meet changing market and competitive conditions</li> </ul> </li> </ul>			
<b>OTHER DUTIES AND RESPONSIBILITIES</b>			
<ul style="list-style-type: none"> <li>• Serve as a vital member of the organization's leadership team</li> <li>• Support Aquascape training efforts on Aquascape University, Aquascape Academy, regional events, and Pondemonium</li> <li>• Complete other projects and duties as assigned</li> </ul>			
<b>REQUIRED EDUCATION/EXPERIENCE/PROFICIENCIES</b>			
<ul style="list-style-type: none"> <li>• 5+ years of demonstrated leadership in digital marketing</li> <li>• Minimum 2-3 in a supervisory role</li> <li>• Demonstrated understanding of various social media channels including Facebook, Twitter, LinkedIn, Instagram, TikTok, Pinterest, and YouTube</li> <li>• Possess a strong understanding of paid social channels specifically Facebook and Instagram</li> <li>• Experience with Google Ads and SEO/SEM</li> </ul>			
<b>PREFERRED EDUCATION/EXPERIENCE</b>			
<ul style="list-style-type: none"> <li>• Ideal candidate will demonstrate strong team building skills and work alongside marketing team as a player-coach</li> <li>• Must demonstrate effective and innovative digital and social media marketing accomplishments</li> <li>• Experience with Salesforce CRM software</li> <li>• Appreciate the fast pace of an entrepreneurial, highly collaborative and industry leading work environment</li> </ul>			
<p><i>Job Description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the position</i></p>			