

Digital & Ecommerce Manager

CURiO™, a collective group of industry leading bath, body and home fragrance brands, filling everyday life with beautifully fragrant moments. CURiO™, is the home of Aspen Bay, Capri Blue and Thymes. We are a non-union multi-site company seeking a full-time **Digital & Ecommerce Manager**

Job Summary

The Digital & Ecommerce Manager is responsible for managing CURiO brands' digital day-to-day activities, leading and implementing digital marketing strategies to influence sales, build brand, and encourage customer loyalty, both online and offline, across multiple verticals and channels. Additionally, the Digital & Ecommerce manager will manage website(s) functionality, UX, content, development projects and optimization. The position is responsible for the ongoing implementation of the Digital Marketing plan. This includes project management for the digital team, external teams and cross departmental initiatives.

Work Responsibilities:

Strategic planning and implementation

- Assist Director of Digital & Ecommerce in the development and implementation of annual digital marketing plan
- Collaborate with Digital, Marketing and Sales teams to develop digital marketing calendars, tools and other mechanisms to drive revenue and amplify brand awareness across all sales channels
- Research and recommend new digital tools and strategies to increase awareness and revenue
- Identify marketplace trends and recommend strategy changes or optimizations to stay relevant

Annual Sales Plan

- Maximize the sales and profitability of digital properties, and drive ecommerce sales
- Lead and manage digital properties to make data-driven decisions, work toward strategic goals and continually improve performance
- Measure, analyze and report performance on all digital marketing campaigns, evaluating the results against goals (KPIs and ROI) and present informed optimization recommendations
- Utilize data to develop recommendations to improve audience engagement and conversion across all touchpoints

Managing Digital Content and Marketing

- Create, manage and optimize digital marketing campaigns across all major digital mediums including websites, advertising, email, social media, SEO/SEM and affiliate partners
- Manage editorial calendars from planning through execution
- Oversee execution of brand presence/presentation through all major digital mediums and ensure accuracy, consistency and adherence to brand standards

Leading day-to-day operations of CURiO digital properties

- Lead implementation of website(s) functionality, content and optimizations
- Troubleshoot major website issues and partner with development team to resolve
- Manage project timeliness and coordinate digital team activities and workloads to ensure successful, on-time execution that meets business objectives
- Participate in a cross functional team from Marketing, Design & Innovation, Sales, Operations and outside partners in planning and executing digital initiatives, including product launches, promotions, communications and support tools

Staff Management:

- Effectively manage a multi-locational team under a fast pace and constantly changing circumstances
- Ensure each employee has a clear and thorough understanding of their role and responsibilities
- Mentor, guide, and coach direct reports to expand their capabilities and performance

General Responsibilities:

- Follows all policies and procedures of the company. Works cooperatively with all departments, maintaining a positive work atmosphere by acting and communicating in a manner that promotes cooperation with co-workers, supervisors, and managers.
- Maintain individual skills, keeping up to date with latest best practices, trends, concepts, and regulations in the specific job area
- Position requires extended work hours as necessary to meet seasonal deadlines. May also require weekend work.
- Performs other work as assigned

Minimum Qualifications:

- Bachelor's Degree in Marketing, Communications or other related field, or equivalent work experience required
- Three – five years' digital marketing and communications experience
- Experience in online marketing, preferably of a personal care/beauty/Home Fragrance brand
- Three plus years' experience effectively managing, supervising, and mentoring staff
- Strong proficiency in Microsoft Excel, Microsoft Word, PowerPoint, and HTML/CSS environment
- Experience working with Email marketing, SEO, SEM, display advertising, affiliate, influencer and social media marketing
- Strong working knowledge of online content management systems, email application tools, analytics tools, or other web-based technologies; Ability to quickly learn and put into practice new systems or tools
- Proven ability to drive innovative and effective digital marketing programs in the B2B and B2C environments that generate results
- Deeply analytical and data driven, yet able to balance art and creative. Strong understanding of web metrics, digital testing methodologies, and optimization strategies; ability to perform research, reporting, & analyzing of data
- Strong skills in writing copy, proofreading and copy editing, eye for details
- Ability to be adaptable, flexible, and proactive
- Excellent organizational and time management skills
- Ability to lead multi-functional teams on large-scale projects
- Ability to work under constant deadline pressure and manage multiple projects across multiple lines of business
- Ability to hone and present information – both written and verbal – appropriate for the audience and to the desired effect
- Ability to communicate to other staff, vendors, and customers in written and spoken English and by computer.
- Ability to maintain and protect company proprietary information

Preferred Qualifications:

- Experience in Business to Business and/or IT sector
- Project management experience
- Proficiency with Adobe CC and Adobe Analytics products
- Ability to recognize, appreciate and foster great design
- Knowledge and affinity for fragrance in general

Travel Requirement: Less than 10%

CURiO offers a Comprehensive & Competitive benefits package.

CURiO Brands expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status.