

Job Description

Job title Digital Marketing Manager

Reports to:

Date created: 1/14/2016

Salary Grade:

NA

FLSA Class:

Exempt

Date Revised:

NA

Manager: A.Gutierrez

Human Resources: S. Solarz

Job Summary

The Digital Marketing Manager will oversee the Company's digital marketing activities, including the Company's web site, eCommerce store, email marketing campaigns and Search Engine Optimization (SEO) and Search Engine Marketing (SEM) initiatives, as well as manage the digital marketing staff.

The position will develop and execute the Company's digital strategies which tangibly contribute to 1) improved financial performance of the BERNINA brand portfolio, 2) elevating brand awareness, interest, trial, and loyalty; 3) optimizing customer experience on web properties; 4) creating qualified and cost efficient B2B and B2C leads, and 5) providing insightful and actionable customer and market insights.

Essential Functions

- Lead, develop and deliver digital marketing plans intended to reach required traffic, target audience and sales goals.
- Lead and manage business activities for the retail eCommerce business, reporting key performance indicators as appropriate, and working with appropriate parties to maintain eCommerce website.
- Compile and analyze key performance indicators to forecast needs, oversee inventory, and ensure replenishment needs are met.
- Achieve financial objectives by adhering to budget; monitoring sales, expenses and income to meet company objectives.
- Plan and implement promotions, sales and campaigns to maximize gross margin contribution.
- Oversee SEO and SEM initiatives, and develop and optimize content to increase traffic and ranking in search engines.
- Develop, execute and maintain customer acquisition and retention programs via emailing, social media and customer acquisition campaigns.
- Lead and manage internal digital marketing staff, contractors and service vendors.
- Read and interpret website analytics.
- Maintain knowledge of new web development tools, current products/software.
- Assist in issue resolution activities that arise from the website functions and activities.
- Initiate continuous improvement practices in operational processes across fulfillment, customer solutions and project initiation and execution; which include coordinating with internal and external stakeholders, functional teams and outsourced service providers to drive projects, processes and execution efficiency.
- Assist and provide thought leadership in the planning activities of future site enhancements. Stay current with industry trends, benchmarks, best practices and technology developments that can improve the success of the online business.

Competencies

- Excellent analytical and reporting skills.
- Understanding of online marketing principles including SEO and SEM.
- Proficiency with search engines, content management systems, web site design.
- Working knowledge of web technologies including HTML and CSS.
- Understanding of excellent social media practice.
- Ability to set and manage budgets.
- Ability to manage "outsourced" resources such as buying teams, creative agencies, etc.
- Excellent communication and presentation skills.
- Proficiency with Google Analytics, Adwords, Tag Manager, Bing PPC and MicroSoft Office products.

Supervisory Responsibilities

This position supervises a team of two.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions:

This job is performed primarily in a standard office environment.

Essential Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required move about, including time spent sitting, standing, operating standard office equipment or sewing machines.

Equipment Used

This job routinely uses sewing machines and standard office equipment such as computers, projectors, telephones, photocopy machines, fax machines and filing cabinets.

Expected Hours of Work

This is a full-time position based on a 37.5-hour workweek, Monday through Friday. Hours may vary. Frequent overtime and some weekend work may be required.

Travel

Up to 35% travel is required. Travel includes driving and/or air travel and overnight stays away from home for up to a week at a time.

Required Education and Experience

An undergraduate degree, or equivalent years of work experience plus at least 4 years of marketing experience and a minimum of 3 years of B2B or B2C ecommerce is required.

Preferred Education and Experience

Substantial experience in running and developing marketing initiatives in the online world and a proven track record of creating and delivering successful and cost-effective digital marketing campaigns preferred.

Work Authorization

Must be authorized to work in the United States.

Other Duties

Please note that this job description is not designed to provide a comprehensive list of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.