

Company Description:

LiveTrends is a 5-year-old company headquartered in Central Florida that is fueled by innovation, creativity and a vision for disrupting the home decor marketplace by changing how living decor is designed, marketed and enjoyed worldwide. Our aim is to be first to market with original, trendy and functional designs that inspire people to express and elevate their own sense of style.

In just a few short years, we have gone from start-up to market leader with an ambitious and highly successful B2B strategy. But we envision more. We believe the next step in our growth is to develop an equally robust and successful B2C strategy, and that starts with implementing a metrics-driven digital strategy that drives recurring online sales. With that in mind, we are seeking a Director of Digital Marketing who shares our passion for design, a penchant for fast growth, an understanding of the retail consumer marketplace and a deep knowledge of all things digital. The right person will have a clear vision for success and the confidence to move forward quickly. In return, he/she will enjoy a lively and creative culture and the excitement of working in a highly entrepreneurial environment.

Director of Digital Marketing Reports to: CEO

Purpose:

The Director of Digital Marketing is a high-level position responsible for developing and executing effective marketing campaigns, uses data to make decisions that drive revenue, and explores new revenue-generating opportunities (e.g. branded e-commerce, subscription box service). This position works closely with Sales, Marketing, Finance and New Product Development teams to produce effective digital marketing strategies; and also works with outsourced partners.

Major Responsibilities:

- Develop and execute a robust digital marketing strategy that takes us from being heavily reliant on B2B business to dependable B2C business
- Build significant brand awareness for potential customers/clients
- Implement an e-commerce platform that drives company growth
- Strategize, research, build, execute, monitor, report and analyze marketing campaigns
- Develop innovative digital marketing strategies that produce results that directly affect company goals (online sales, in-store traffic, brand awareness, website traffic, earned media, etc.)
- A/B test tactics and strategies to measure and monitor the effectiveness of strategies

- Execute comprehensive marketing strategies, defining the tactics to achieve company goals, and present your findings directly to team members and executives.
- Create and maintain processes to quickly develop and test marketing strategies.
- Clearly define measurable results that determine the effectiveness of campaigns.
- Develop actionable insights from conversion data.
- Create models that allow you to understand marketing funnels – you will take action based on those findings
- Explore new revenue generating opportunities (verticals / strategies) that are approved by the Executive team and develop marketing forecasts and goals
- Come up with creative solutions that show you think outside the box, are resourceful, and can adapt to situations where technical resources are limited.

Requirements and Qualifications:

- Bachelor's degree or higher (or experience equivalent) in Business, Marketing, Digital Media or a related field
- Minimum 8 years experience in digital marketing position
- Strong understanding of branding and brand management
- Preference for experience in B2C/retail marketing
- Experience in producing results through digital channels
- Experience managing a team of marketing professionals and managing outsourced partners
- Preference for individual with an eye for design/creative sensibilities
- Familiarity with Salesforce
- Strong analytical and organizational skills

Additional:

- Previous experience in driving marketing strategy: creating, implementing, and managing strategy to achieve goals
- Experience building and/or managing robust e-commerce platform
- Have a strong understanding of the following: Organic SEO, Paid Marketing, segmentation, targeting, A/B testing, multivariate testing, conversion optimization, event tracking, cross-domain tracking
- Proficient in Google Analytics
- Google AdWords Certified
- Proficient with paid marketing platforms and tools (e.g. Google AdWords, AdWords Editor, Bing Ads, Facebook, etc.)

- Have an exceptional and strategic understanding of industry trends - stay updated to the latest news/changes in digital marketing
- Have a conceptual understanding of how the web and search engines work
- Experience working with technical SEO tools
- Excel skills

Benefits:

- Competitive pay structure
- Matching 401k
- Medical insurance and additional health benefits
- Paid time off and paid holidays throughout the calendar year
- Ability to learn, be creative, and deliver truly beautiful products to millions of consumers
- Through proven success, motivation, and team work, potential for growth and promotions within the organization

To Apply: <https://recruiting.paylocity.com/recruiting/jobs/Apply/46070/Livetrends-Design-Group-LLC/Director-of-Digital-Marketing>

View us at:

www.livetrendsdesign.com

<https://www.facebook.com/livetrends/>

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<https://vimeo.com/156534745>

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LiveTrends is proud to be an Equal Opportunity Employer. All qualified applicants will receive consideration without regard to race, religion, color, sex (including pregnancy, gender identity, and sexual orientation), parental status, national origin, age, disability, family medical history or genetic information, political affiliation, military service, or other non-merit based factors, or any other protected categories protected by federal, state, or local laws.

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification document form upon hire.

LiveTrends does not accept unsolicited resumes from search firms or any other vendor services. Any unsolicited resumes will be considered property of LiveTrends and no fee will be paid in the event of a hire.