

DIGITAL PERFORMANCE MARKETING MANAGER JOB DESCRIPTION

Summary of Position:

The Digital Performance Marketing Manager will be tasked with growing and scaling the digital capabilities of the industry's first national cannabis company. This person will be responsible for driving traffic and optimizing acquisition costs both in a traditional e-commerce landscape and to brick and mortar retail. The person that will succeed in this role will have a strong Digital Marketing background with a creative edge in how to approach the digital space in a regulated industry. This person will manage digital/mobile creative campaigns from inception through completion.

Essential Job Functions:

- Work with the creative, social and sales teams to design, test and optimize multi-step and multi-channel marketing campaigns across the company.
- Take direct ownership of the digital channel implementation, segmentation, measurement, and evaluation for a wide variety of segments and personas to convert leads into completed sales.
- Test/experiment all digital content (emails, landing pages, call to action, paid channels, SEO, etc.) and maintain documents that include hypothesis, experiment design, and forecasted results.
- Collaborate growth marketing ideas with teams to synchronize campaign planning and monthly planning across products and communicate results with important partners.

Required Experience:

- 3+ years of experience in growth hacking, performance marketing, demand generation, marketing operations or equivalent.
- Advanced knowledge of email nurturing and marketing drip program execution tactics.
- 3+ years of experience with Marketing automation and tools such as: MailChimp, Sendy, Outreach, Mode analytics, Segment, LeadIQ, Excel, Google Analytics and Adroll.
- 1+ years of HTML and CSS coding for websites and HTML emails preferred.
- Experience with consumer marketing required with a consumer mindset.
- Strong communication skills and effective project management abilities.
- The ability to work closely with a team and adapting and improving alongside them.
- Design the best in metrics and KPI's with the team: CAC, awareness, conversion, sales and margin.
- Bringing traditional and creative ideas on how to grow those KPI's, testing those ideas and analyzing the data and users' feedback.
- Exchanging ideas, data, feedback with other departments (Product, marketing, top management, etc.) in order to present results and make the product more user-centric.
- Driving traffic to the company website, landing pages, social media and apps.
- Scaling and automating the growth processes.
- Knowledgeable about referral marketing and being able to create viral growth.

Skills and Attributes:

- Being data-driven and kind of a “data-geek” that has a clear understanding of data, analytics, metrics and statistics.
- Being social and understanding of users’ behavior, including having great customer relations skills and being focused on customer service.
- Not being scared of pivoting.
- Knowledge about both inbound and outbound marketing.
- Being performance and results-oriented.
- Being curious and creative.
- Being relentless in pursuit of growth.

HOW TO APPLY: Please send resumes to recruiting@organabrands.com along with completing the following candidate assessment - [General Aptitude Test](#).