



## Director of Marketing at True Curated Designs

Salaried, Part-Time or Full-Time - Opportunity for Equity  
[www.truecurateddesigns.com](http://www.truecurateddesigns.com)

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### What We Believe: Life is the Luxury

Authentic to the name, all True designs are made of solid gold and precious gemstones. And they are designed for people who want to live their best life with their fine jewelry on. An avid traveler, adventure seeker, and fashion influencer, founder Tori Dundas understands that you're on the go and that time is precious, so she has thoughtfully designed each piece to be the best quality, comfort and durability to keep up – in both style and comfort.

Authentic to the founder's ethos, all True jewelry is made for people who want to live their best life all the time.

True jewelry is designed for those who dress with purpose, but don't want the hassle. Because while your jewelry is fine, life is the luxury.

Currently, True is run by Tori Dundas who has a Jewelry Design (JD) degree from the Gemological Institute of America (GIA) in New York city and a Bachelor of Business Administration (BBA) degree. True was born a custom-engagement ring brand. Customers sought out Tori as a designer who understood beauty, timeless and authentic style, and quality jewelry. The brand has evolved as men and women sought out her fine jewelry designs. Featured in Forbes, the Vancouver Sun, National Post, Western Living and more, True has grown to be known as the designs for every day - to keep up with your life. And so, Everyday Adventures was born – jewelry pieces that can meet you where you are. Designed to be timeless, and layered for personal style.

### Marketing Director Roles & Responsibilities:

We are looking for a marketing leader who will be responsible for creating and overseeing the implementation of our strategic marketing plan to further brand awareness specific to Canada and the US, but also globally. We are a small team of two, and a rapidly growing company looking for an entrepreneurial marketing executive to join the team and grow with us to the next level. In this role

you will report to, and work alongside the Founder and offer a strong understanding of the market dynamics and needs in our industry - eCommerce and Fine Jewelry.

This position will be responsible for contributing to the growth and scale of True's customer retention and customer engagement towards eCommerce sales through digital marketing initiatives. You will be responsible for:

- Increasing brand awareness leading to eCommerce sales through digital marketing programs and content strategy, enhancing the brand's online presence to promote brand message
- Establish marketing guidelines and own growth marketing strategy that ensures a consistent customer journey across both digital and retail channels
- Identify areas of opportunity with direct marketing, e-commerce, customer experience and partnerships and develop implementable initiatives including but not limited to customer engagement and retention, email marketing, digital advertising strategy, social media channels to extend the reach of our brand message
- Implement and manage budgeting and reporting to make data driven decisions, utilizing research insights to improve marketing effectiveness and ROI
- Track marketing campaign funnels and KPIs for reporting and analysis
- Drive market development and successful delivery of advertising campaigns
- Guide the delivery of key messaging to customer base
- Along with the Founder, support development of written content, media pitches, and company statements
- Support digital CRM, loyalty program, strategies and action plans to grow customer base
- Grow and develop a marketing team over time as the company grows

## Desired Education and Prior Experience

- 8+ years experience
- Knowledge of brand management & digital direct to consumer marketing management
- A strategic orientation with strong ability to set objectives, analyze tactics, and calculate ROI
- Entrepreneurial Spirit: As a start-up, we look for someone open to take on certain elements not in this job description, i.e. ability to work in ambiguous situations across organizational boundaries and build cross-functional relationships in order to achieve brand outcomes
- Knowledge of trends and best-practices in the marketing emerging digital direct to consumer landscape
- Flexibility to balance creative vision and business needs
- Bachelor undergraduate degree required
- Experience in Shopify considered a bonus
- Experience in jewelry industry or fashion industry considered a bonus

## Compensation

- P/T or F/T Salaried position with opportunity for co-ownership

We are an equal opportunity employer and value diversity at our company. We do not discriminate

on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.

Apply by reaching out to [tori@truecurateddesigns.com](mailto:tori@truecurateddesigns.com) with a Cover Letter and Resume.

## Supplementary



### AUTHENTIC

Like the name, we believe in being TRUE to you. From the materials we use - solid gold and real gemstones - to the styles we design.

### LAYERABLE STYLE

Styles change, style doesn't. All of our True designs are made to be layered together or worn separately so that you can mix and match.

### WEARABLE QUALITY

We believe jewelry should add to your life - and keep up. True jewelry is designed with durability in mind, from the gym to the boardroom to the beach, to the dinner party.

### STRENGTH

With durability in design, True customers wear our jewelry every day, with confidence. The jewelry is strong like the people who wear it.

### VALUE & LUXURY

At True we believe in sustainability over fast fashion. From the investment in gold, the knowledge of fine materials and the environmental impact, the purchase is worthwhile.

### TEAMWORK

As a brand, we support what we believe in. That's why we support and collaborate with causes like Women's Health, Mental Health, Kidney Health, Mental Health, Type 1 Diabetes and Animal Shelters.

### EMPOWERMENT

Known for it's value, meaning and power, the signature Right Hand Ring is often self-purchased as a representation of a major milestone, power, and meaning.

### SOPHISTICATION

Fine jewelry by nature is sophisticated, beautiful, stylish. Our designs were not made to be kept in a box like most fine jewelry - strong and soft can both be true at the same time. Go ahead and wear the gold - you deserve it!