



**POSITION:** Digital Marketing Content Manager – Electric

**SALARY RANGE:** \$75k-\$85k

**JOB SUMMARY:**

As the Digital Marketing Manager for Electric you will develop and execute online marketing initiatives to drive brand awareness, customer acquisition, retention and meet revenue goals. You will work with Ecommerce, Marketing and Creative partners to curate engaging brand experiences across Electric digital channels such as web, social, email & sms. You regularly bringing new ideas to the table and push the limits of marketing within the digital space.

**DIGITAL MARKETING RESPONSIBILITIES:**

- Works closely with brand strategists to develop and understand brand communication plans across digital channels.
- Works closely with creative team to ensure deliverables are received on time and on brief.
- Work closely with content creators to ensure content needs are met on time and on brief.
- Creates copy for all emails, social and blog.
- Authors and schedules all email and sms content.
- Authors and publishes all blog content.
- Authors, schedules, and publishes all paid & organic social media content.
- Creates, maintains & monitors influencer program.
- Work cross-departmentally to align strategies and goals.
- Stay up to date with best practices for digital platforms.

**KEY COMPETENCIES:**

- 5+ years experience in Digital Marketing managing content, email, sms & social media channels.
- Strong understanding of digital marketing channels, tools & techniques.
- Proficiency in digital marketing software and analytic tools.
- Experience with Klaviyo a plus.
- Ability to present new ideas to the team.
- Resourceful – Can identify problems/opportunities and solve them.
- Desire for both personal and professional growth.
- Open minded, team player that can work with teams for Brand's best interests.

**TEAM** – We only win as a team. Working at Electric often means helping your fellow co-worker to achieve their goals as well as yours. We put a high value on honesty, integrity, work ethic, and respect.

**FUN** – Electric is a team that likes to have fun. We don't take ourselves too seriously, but we do take our business seriously. We celebrate our successes as a team and bringing a positive, fun attitude to our work environment is paramount.

**ENTREPRENEUR** – Our brand was built on the entrepreneurial spirit and we maintain that today. We are scrappy, crafty, and take calculated risks to grow our business. We are looking for someone to join our team that shares this type of aggressive, go-getting attitude.