

BlackStrap is looking to hire a tech-savvy digital marketing guru with a love for the outdoor industry and a background in *ecommerce management, SEO optimization & digital/social marketing* to fill the newly created role of *Ecommerce & Digital Marketing Manager*. The Ecommerce & Digital Marketing Manager is based at BlackStrap's worldwide headquarters in Bend, OR and will oversee BlackStrap's online sales and digital marketing ecosystem. This position plays a crucial role in identifying opportunities and making improvements to shape strategy around building BlackStrap's B2C customer base and improving the experience for BlackStrap consumers worldwide.

You will develop and manage 100's of e-commerce product listings, SEO/SEM and social/digital outlets. Working with various individuals and departments will be essential to implement direct marketing campaigns focused on driving traffic, increasing engagement and improving conversion analytics. Proven hands on experience in ecommerce and digital marketing are required.

You will also coordinate seasonal product line launches with internal stakeholders and external retail and marketplace vendors. You will collaborate with the marketing team on go-to market strategies and be the voice of BlackStrap's ecommerce & digital marketing.

Please review the below job description, if interested, please send your cover letter, including a brief introductory note telling us why you're passionate about this role, and your resume to Info@bsbrand.com. A link to your portfolio is also strongly encouraged.

I. Job Purpose:

Ecommerce & Digital Marketing Manager (EDMM) is responsible for BlackStrap's Ecommerce, website, and digital marketing footprint. Working with the Brand Manager, this position will be responsible for BlackStrap's B2C ecommerce efforts including the development and upkeep of optimized product listings, promotions and engaging marketing content. The EDMM position will focus on the constant improvement and reporting on a wide range of customer engagement and conversion analytics that are directly fueled by the quality of customer experience from BlackStrap's digital ecosystem.

The Ecommerce & Digital Marketing Manager will manage regular updates to BlackStrap digital marketing hubs including websites, social media outlets and direct customer marketing projects. This position will play a crucial role in identifying opportunities and making improvements to shape strategy around seasonal product releases and enhancing the overall quality of digital product listings including SEO with existing and new tools and resources.

Duties, Tasks, and Responsibilities (including but not limited to):

- Manage and enhance BlackStrap's online sales and digital marketing platforms (B2C outlets, social media, websites, direct marketing campaigns) to align with company goals and strategy.
- Champion SEO and SEM development, upkeep and progression.
- Constantly explore and optimize the consumer journey to improve engagement and conversion analytics.
- Manage seasonal/monthly/weekly website updates with optimized content, new products, promotions, product videos, blog entries, and other noteworthy news and information.
- Develop and implement CRM strategy, gaining customer insight through data management, analysis and interpretation including fielding inquiries from customer contact forms, product & service reviews and general interactions.
- Contribute to seasonal brand planning process by developing and implanting the eCommerce and eCommunications strategy.
- Set performance benchmarks for all digital activity analysis and report results on a weekly and monthly basis which will feed into strategy, planning, and decision making.
- Work closely with the Brand Manager & Marketing Team to ensure clarity and consistency of all brand communication within BlackStrap's digital footprint.
- Enhance BlackStrap's existing digital footprint by utilizing tools, social media integrations, reviews, videos, and other features to increase conversion analytics.
- Champion SEO and SEM development, upkeep and progression for all digital content
- Perform website and merchandising updates and maintenance to ensure execution of daily/weekly/seasonal launches and strategies
- Explore and optimize the consumer journey to enhance customer satisfaction, engagement and conversion analytics
- Writing, editing, and uploading content to websites and landing pages that is punctual, accurate, concise and aligns with brand standards
- Manage the daily Global B2C inquires inbox (Customer inquiries, live chats, etc.)
- Constantly evaluate new opportunities in ecommerce and digital marketing to make constructive recommendations to help in achieving company goals

- Set performance benchmarks for ROI from digital activity and analysis and report results on a weekly and monthly basis which will feed into strategy, planning, and decision making
- Provide structured, analytical, reports of online sales, marketing campaigns, and social media channels
- Evaluate and benchmark with premium brands and industry practices to ensure BlackStrap deploys best in class strategies for on-going improvements
- Attend relevant industry meetings, trade shows, and conferences when required
- Identify and develop the skills within the team, ensuring that business objectives are achieved through team members realizing their full potential
- Carry out from time to time and as directed, any other duties as required in addition to the above that will be both reasonable and within your capabilities

II. Knowledge, Skills, and Abilities:

- In depth understanding of Shopify + Amazon Vendor Central, and cross platform interface
- Google Product guru: Analytics, Ads, etc.
- Proficient with Adobe Suite (Illustrator, Photoshop, Lightroom, etc.)
- Advanced skill level with Microsoft Word and Excel
- Knowledge of emerging digital technologies/trends and understanding the wider implications for the marketplace in the future
- Excellent communication skills to effectively present information, respond to questions, and work with cross-functional teams.
- Proficient at typing, project management, multi-tasking, prioritization of task work on a daily/weekly/seasonal basis, communicating with others and the English language (specifically grammar and spelling)
- Excellent attention to detail with strong follow through. Must be able to organize and prioritize multiple projects in a fast-paced team environment, and meet deadlines
- Strong analytical and problem solving skills
- Exemplary planning and time management skills
- Creative thinking and independent problem solving skills
- Flexible, can-do attitude, high quality of work
- Self starter and goal oriented
- Excellent Customer Service

III. Qualifications:

- Bachelors degree or relevant experience in Digital Marketing or related field
- At least 3 years of eCommerce management and development experience for a brand, organization, or agency
- At least 3 years of proved digital marketing experience (social media management, email marketing campaigns, affiliate marketing campaigns, etc.)
- Valid state driver's license and auto insurance

IV. Position Details:

- The EDMM position is a full time, year round, salaried (based on previous experience) position based in Bend OR.
- Benefits include medical, dental coverage and paid time off.
- The duties outlined in this job description are not all inclusive and additional duties and tasks will be assigned as required.
- Raises will be issued at least annually (up to 18 months) based on performance and up to the discretion of your supervisor, the CEO, and CFO.
- This is merely a job description for Ecommerce & Digital Marketing Manger for Blackstrap Industries, Inc. Nothing in this job description alters the fact that all employees of the company are employed “at will”. Employment may be terminated with or without cause or notice at the will of either the employee or company. Neither this job description nor any of its contents is an employment contract, an offer to enter an employment contract, or provides employees with any contract rights.

V. Location: Bend Oregon

- Bend Oregon is a world class destination for outdoor recreation including snow sports, mountain biking, angling and backcountry access.
- Mt Bachelor is a 20 minute drive from BlackStrap’s headquarters (Lift service Ski, Snowboard & Mountain Biking).
- The Deschutes River is a 5 minute drive from BlackStrap’s headquarters.
- The Oregon Coast is a 3 hour drive for surfing
- Year round population in the city is 100,000 with large growth in peak winter & summer months
- Most people in Bend love to be outside, are passionate for outdoor recreation and are very friendly and environmentally minded
- Many staff ride their bikes to work, average car commute is <5 minutes

Signatures:

Employee Print Name: _____ Date: _____

Employee Signature: _____ Date: _____