



Drip Drop Hydration, PBC – Digital Marketing Manager

Our Story

DripDrop wasn't invented by a beverage company. Or a pharmaceutical company. Or any company for that matter. It was invented on a relief mission by a doctor treating life-threatening cases of dehydration. When he saw how quickly patients recovered, without the use of an IV, he thought...why shouldn't everyone have this?

The Product

Dehydration Relief Fast. When you're dehydrated, water and sports drinks can't cut it. Every stick of DripDrop is meticulously formulated for fast absorption of water and salt, making recovery from dehydration as effective as an IV, without the excess sugar present in sports drinks. It's an Oral Rehydration Solution (ORS) that improves on the ORS standard established by the World Health Organization(WHO).

Our Mission and Values:

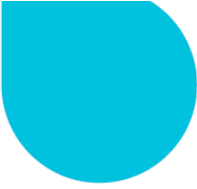
As a Public Benefit Corp, the entire team at DripDrop Hydration is committed to our mission: To defeat life threatening dehydration at home and abroad. We value people who exude – initiative (small team, big results), passion (we are on a mission to defeat dehydration) and believe in keeping score (test, learn, grow).

Digital Marketing Manager: Overview

Every so often there is a role that can be a career game changer. This is that role. DripDrop is seeking a bad-ass Digital Marketing Manager to help us accelerate e-commerce growth through performance marketing, social media and PR. The right candidate is a social media master who understands how to activate and get the most from social content, influencers and paid media in order to synergistically build a brand and e-commerce business. The role is equally left and right-brained, in that it is results-focused but you need to be passionate and excel at digital storytelling and engagement. This role will help shape the voice of the brand, grow our awareness and introduce DripDrop to millions of new consumers.

More specifically we're looking for:

- Influencers: Identify, secure and manage relationships with influencers on behalf of the brand organically and with the help of an agency.
- Develop and advise on influencer strategies for micro, mid-tier and macro level campaigns.



- Monitor influencer engagement, track results from campaigns, build insights, amplify opportunities for increased deliverables and engagement, all while keeping a pulse on current trends.
- Represent DripDrop at influencer and industry events, engaging with key influencers/bloggers & promoting the influencer program.
- Understand and maintain compliance with proper FTC guidelines.
- PR: Manage editorial calendar of relevant events, product launches and unique stories for release.
- Collaborate and manage our relationship with an external PR agency. Design and deliver KPIs and road map for success of this channel.
- Establish a working sampling outreach program to target potential collaborators, editors and industry leaders for positive press coverage.
- Social:
- Thumb stopping social content- create and curate a best in class social presence across multiple digital channels.
- Execute and maintain an integrated digital strategy across the site and social channels — with a strong focus on new customer growth and community building.
- Craft a high-impact digital strategy and roadmap that enables the Digital Marketing team to deliver results across multiple touchpoints
- Efficiently scale programs through data-driven analysis and insights to improve campaign effectiveness and value to the business, and lead on-going testing and optimizations throughout the customer journey.
- Translate the overall Digital Marketing strategy and goals into executable product roadmap with defined objective and measurable KPIs
- Manage and optimize user-experience on Dripdrop.com, with a focus on conversion funnel and brand building.
- Influence and guide others in the development of rapidly evolving online strategies to support authentic communication and effective campaigns.

We're looking for you to have:

- Expertise in Digital Marketing – particularly in Paid Social Media and Influencer marketing



- Strong relationship management, leadership skills, strategic thinking, and communication skills, including executive-level communication and compelling storytelling
- Proven ability to effectively partner with technology – with competing priorities – to consistently deliver high-quality experiences and solutions
- Superior relationship-building, communication and negotiation skills within cross-functional teams
- Curiosity and passion to understand the needs of the consumer, and an ability to identify and articulate opportunities. In the know on digital trends and best practices and understands how social media fits into our consumers' everyday lives.
- Entrepreneurial spirit: eagerness to take calculated risks, strategic thinker focused on business impact with the ability to thrive in a fast-paced environment
- 3+ yrs experience in digital/content marketing, delivering consumer-focused experiences online.
- Working knowledge of Adobe Suite products.
- Previous experience in creating compelling content from scratch. Ideation to execution will be key in this role and the production of content in house is expected.
- Previous experience in influencer campaign execution for brands as well as contract negotiation and management.
- Flexibility in adapting to shifting priorities and assignments to meet dynamic business demands in an environment where process isn't always defined.

Key questions to know if this the right fit. Have you ...

Managed the development of a CPG brand's digital or social presence?

Created "thumb stopping creative" that differentiated your product in its category

Implemented end-to-end strategy and execution for influencer program that built a business?

Dreamed about working for a company that is mission-driven and is growing incredibly fast?

Contact and resume submissions:

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