



Drip Drop Hydration, PBC – E-Commerce Director Job Description

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 Drip Drop 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).

E-commerce Director: Overview

Our direct to consumer business is a critical growth channel and competitive advantage, so we're looking for a key addition to our team. As our E-commerce Director you will have ownership of all channels and tools. You will use analytics to inform quick decisions, collaborate with our marketing team & external partners to test and learn, and innovate in order to accelerate our aggressive growth goals. We're a small team so you will need to roll up your sleeves and be comfortable "in the weeds" while also being able to drive the strategy -- all in support of driving profitable growth through a distinctive brand experience. This is perfect for someone who knows how to build on momentum and who would take pride in being part of a mission driven public benefit corporation.

More specifically we're looking for you to:

- Oversee all digital marketing and commerce efforts including SEO, paid search, retargeting, display ads, email and affiliate marketing, Shopify, direct mail, etc.
- Management of the e-Commerce P&L through detailed forecasting, budget development and oversight, revenue generation and marketing activities in conjunction with other internal and





external teams

- Develop and share regular performance results, including relevant KPI dashboard, ROI for marketing investments, promotions and campaigns, customer insights and sales forecasting. Tie to NPS, CPA and LTV goals.
- In partnership with our agency, develop and optimize customer acquisition and retention strategies across all our ecommerce outlets based on rigorous traffic and conversion analytics /KPIs.
- Manage email campaigns and segmentation to fully optimize this channel.
- **Work with Customer Service to ensure consumer satisfaction and to gain insights**
- Manage promotional + advertising budgets, unique product + merchandise offerings, and our fast-growing Amazon business.
- Collaborate with brand and creative on design and functionality enhancements for our website, store and social media campaigns to improve conversion.
- Establish our e-commerce competitive advantage by introducing creative, innovative, scalable direct-to-consumer programs.

We're looking for you to have:

- Strong analytical and organizational skills – can you leverage quantitative metrics and qualitative insights to tell a story and drive quick action?
- Excellent project management skills - can you juggle multiple tasks and projects simultaneously yet close project loops quickly and thoroughly?
- Ability to work independently – are you highly self-motivated?
- Entrepreneurial – do you pitch in, go with the flow, embrace the uncertainty?
- Innovative & creative thinker – are you a forward thinker, a risk taker with something to prove?
- A proven track record of delivering on-line sales growth, executing digital campaigns, managing digital marketing budgets and owning ecommerce analytics.
- Experience with SEO, Google Analytics, Amazon, Shopify, Mailchimp, Klaviyo, and social platforms.
- 5 - 7 years of demonstrable digital marketing and B2C e-commerce experience, preferably in a CPG brand. Bachelor's Degree required. MBA preferred

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

Managed an eComm P&L?

Built a channel like Paid Search or Paid Social from scratch to success, but also overseen other channels?

Seen the difference between an agency that is crushing it and one that is just keeping the momentum?

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

Contact and resume submissions:

Debbie Kristofferson

Debbie@dripdropors.com

