

OBAKKI

JOB TITLE: Performance Marketing Specialist

LOCATION: Vancouver

Full Time

ABOUT US

We are not your average luxury brand with a magnificent online store. We're much more.

We care about people. We care about our artisan partners—in fact, it's why we exist. To help them reach their potential. With many of our artisan partners, we reinvest all our net proceeds back into their communities so that they can grow their businesses. Or in some cases, so their basic needs can be met. These are talented people who simply need access to an international market, and we are here to help them do that!

We care about our employees, too. Everyone should love their job. If you are driven by purpose and want to create change in our world, then this is the company for you! We are on a mission to connect our world and we have gathered a very passionate team of changemakers to drive this.

Do you thrive in a creative, innovative, and fast-paced environment with others who are passionate about their purpose? We need creative thinkers and innovators. People who will have ideas and who can make big things happen. Your university or college degree isn't as important as your ability to BRING IT—paired with a desire to create change.

JOB BRIEF

As a performance marketing specialist you are passionate about using performance marketing to help build brand awareness and scale online businesses. You have extensive knowledge of cross channel digital platforms including performance channels, email marketing and shopify. Analytics is your forte, you love and live in the data and are able to extrapolate insights and trends to support data driven strategy and decision making. You are looking to use your skills to contribute to a purpose lead company that is dedicated to conscious consumption and slow design.

RESPONSIBILITIES

As the company's Performance Marketing Specialist, You will be playing a vital role in executing our exponential growth and driving forward the mission of inspiring people to live a more intentional life.

This position will report directly to the Head of Marketing.

- Strategize, optimize and execute key performance marketing programs that support new customer growth and direct to consumer sales. This includes managing paid social, google, SEO/SEM
- Ensure that all campaigns and programs ladder up the overarching business goals, marketing strategy, seasonal campaigns and content calendar
- Web development and site performance for Shopify platform on Liquid, HTML, JavaScript and CSS
- Web analytics, data analysis and insight generation on Google Analytics, ahrefs, SEMrush, Report Pundit, Google Search Console, Google Merchant Center, Facebook Ads Manager, Hotjar, etc. to assess the effectiveness of performance marketing programs by measuring and evaluating key success metrics including AOV, ROI, net new customers, etc on a weekly and monthly basis
- Track and present monthly, quarterly and seasonal reports on budget, ROI and all KPIs

Paid Social

- Lead the production of all asset requirements for paid social channels by briefing performance marketing needs and working collaboratively with marketing and creative counterparts to produce assets
- Continuously review and monitor ad performance and collaborate with key stakeholders to optimize assets as performance dictates. Track weekly performance metrics and test test test!
- Develop and implement A/B tests for various campaigns and programs, monitoring overall campaign performance and optimizing where needed
- Track and present monthly, quarterly and seasonal reports on budget, ROI and all KPIs

Google

- Lead the production of all asset requirements for Google by briefing performance marketing needs and work collaboratively with marketing and creative counterparts to produce assets
- Implement and execute SEO strategy for products, collections and blogs and monitor consistently
- Optimize keyword / bidding strategy and overall campaign performance

Affiliate Marketing

- Manage affiliate partner platform: Shareasale
- Collaborate with marketing team to manage appropriate content delivery to partners
- Report on affiliate partner performance monthly

Obakki Foundation

- Support Obakki Foundation initiatives as needed/directed

PERKS + BENEFITS

- Competitive compensation
- Extended medical and dental benefits
- Opportunity for career advancement and growth
- Fun and inclusive office culture
- Generous employee discount
- Employee engagement opportunities

EXCITED TO JOIN OUR TEAM?

If you are interested in pursuing a career at Obakki, please send your resume and cover letter to: careers@obakki.com