

OBAKKI

JOB TITLE: Marketing Manager

LOCATION: Vancouver

Full-Time

We are not your average luxury brand. We're much more.

We care about people—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.

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 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.

OVERVIEW

Our Marketing Manager needs to be an insights-driven marketer and passionate storyteller. Someone who understands the importance of representing our artisan partners through our powerful visuals and content. This person is well-versed in strategizing, developing and producing digital content that helps build brand awareness and scales online business. They're a results-driven creative that relies on data-driven analytics to formulate content strategy.

This role reports to the Founder and works interdepartmentally with managers of their respective departments. Areas of responsibility include support and execution of the marketing calendar including social media, email marketing and editorial.

RESPONSIBILITIES

- Help to manage the content calendar, and be a main content producer across all business and digital channels ensuring brand guidelines are upheld, optimized for SEO, and aligned with our target community
- Support the definition and execution of the company's overall marketing strategy including daily social media management, ecomm, editorial + email marketing support

- Collaborate with Creative to produce channel marketing assets (email, journal, performance), to support the GTM calendar
- Collaborate with marketing team and performance agency to ensure cross-channel alignment for all campaigns and marketing initiatives
- Collaborate with PR, Events and Partnerships to amplify and support all brand and event activations on email and performance
- Lead campaign project management including campaign briefing, Asana project management, ensuring all assets and deliverables are completed on time
- Work with leadership team to set channel KPIs on an annual basis, re-evaluating quarterly
- Support company events and activations including fundraisers and retail pop-ups
- Track and produce analytics and reporting across all marketing channels at a monthly, quarterly and per campaign basis
- Leverage channel insights to help define brand and content strategies

QUALIFICATIONS

- 3+ years of experience in digital marketing and content creation/management including social media, email marketing, editorial and website content management
- Experience building and managing a holistic marketing calendar and channel specific content calendars
- Project management skills (experience with Asana a plus)
- Experience with social media management software (experience with Later a plus)
- Adobe suite proficiency (in particular InDesign / Photoshop) a plus
- Experience with a DTC ecomm brand (experience with Shopify a plus)
- Ability to think both creatively and analytically
- Results-oriented, with the ability to provide strategic recommendations based on data
- Ability to work collaboratively in a fast-paced, startup environment
- Superior written and verbal communication
- High level of organization and attention to detail
- Purpose-driven and passionate about creating positive social impact in the world
- Fun, positive, can-do attitude

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