

### **Job Details**

**Title:** Director of Sales - Direct to Consumer (North America)

**Department:** Sales

**FLSA Status:** Salary Exempt

**Schedule:** M-F Business Hours

**Status Type:** Full Time

**Reports to:** House of Discs NA GM

**Salary:** 70-90K

### **Job Summary**

The Director of Sales - Direct to Consumer (North America) will lead our sales efforts and drive growth across various channels, including online marketplaces such as Amazon and Walmart.com, as well as our company websites like dynamicdiscs.com, huklab.com, and discmania.net. Based in our headquarters in Emporia, Kansas, this role will also oversee retail operations for our Pro Shop. The Director of Sales DTC NA is a strategic thinker with a strong e-commerce background and holds a passion for achieving key performance indicators.

### **Supervisory Responsibilities**

- DTC Team - DTC customer support, Online Store Lead, ProShop Manager

### **Job Qualifications**

- Relocation to Emporia or willingness to commute to Emporia M-F
- Proven track record of success in traffic acquisition, site optimization, customer retention, and operations
- A strategic mindset with a focus on achieving measurable results
- Strong leadership skills and the ability to inspire and motivate teams
- Excellent communication and interpersonal abilities
- Entrepreneurial spirit with a structured approach to work
- Passion for driving brand growth and exceeding key performance indicators

### **Education and Experience**

- BA in Business, Marketing, Communications, or a related field
- 5+ years of experience in senior e-commerce roles within the consumer goods industry.
- Google Merchant Center Experience required
- Google Ads Certification a plus

### **Essential Duties and Responsibilities**

#### **Traffic Acquisition Strategy:**

- Develop and execute a comprehensive traffic acquisition strategy aligned with our business goals
- Monitor and optimize lower-funnel initiatives to maximize traffic growth
- Provide regular KPI updates to the management team through customized dashboards

#### **Paid Marketing Strategy:**

- Lead the development and implementation of paid search, display, and affiliate strategies across relevant platforms and partners
- Manage budgets effectively to ensure maximum return on ad spend
- Identify target groups and geographic areas for focused marketing efforts

#### **Stay Up-to-Date:**

- Stay informed about the latest trends and techniques in paid traffic acquisition
- Incorporate relevant trends and techniques into our marketing strategies

**SEO Implementation:**

- Oversee the implementation of SEO best practices to improve our website's visibility and performance
- Provide transparent reporting on SEO performance metrics

**Customer Experience Enhancement:**

- Define and uphold guidelines for delivering exceptional customer experiences aligned with our brand values
- Identify opportunities to enhance conversion rates and basket sizes through customer experience improvements
- Conduct A/B testing to optimize our customer experience tactics

**User Interface Optimization:**

- Ensure our website's user interface is intuitive and user-friendly
- Continuously evaluate and optimize UI elements for maximum effectiveness
- Customize check-out and payment options to meet national requirements and preferences

**Retention Marketing Tactics:**

- Develop and implement retention marketing tactics to increase purchase frequency and value
- Analyze campaign performance and recommend improvements based on insights
- Optimize email and automated communication flows to drive customer engagement

**Creative Assets Management:**

- Collaborate with our creative team to develop high-quality, effective creative assets
- Guide personalized targeting and content strategies
- Lead A/B testing initiatives to optimize engagement and conversion rates

**Channel Management:**

- Oversee our distribution channels, including online marketplaces and company websites
- Manage retail operations for our Pro Shop in Emporia, Kansas

**Team Management:**

- Lead and inspire teams of customer service professionals and web development professionals

**Demand Planning and Operations:**

- Guide demand planning to ensure optimal product availability
- Monitor and maintain service levels in our warehousing operations
- Ensure delivery options meet market standards and expectations
- Continuously improve our e-commerce platform and supporting applications

**Working and Job-Related Conditions**

House of Discs offers a relaxed working atmosphere with a focus on productivity. We expect our employees to be focused and hardworking. We offer paid time off after 90 days, company-paid benefits such as health/dental insurance, 401k match, paid breaks daily, free gym membership, employee discounts, and the most stress-free work environment in the area hands down! This is an on-site position at 840 Overlander Road in Emporia, KS.