



Job Title: Senior Digital Marketing Manager

This is a hybrid role based in NYC. To apply submit your email to Recruiting@thelaundress.com

About The Laundress

The Laundress empowers a passionate global community to take care of the clothes they love with exceptional fabric care and cleaning expertise. We sell premium laundry and home care products in the US and abroad. Our purpose is to provide exceptional fabric care with amazing fragrance experiences. In the US, our products are sold via DTC, Amazon, and specialty wholesale retailers (both eCommerce and brick and mortar). The brand was acquired by Unilever in 2019 and remains non-integrated into Unilever systems and processes, yielding the feel and agility of start-up with 'big company' support available when capabilities beyond our organization are needed.

Purpose of the Role

The Senior Digital Marketing Manager will be responsible for developing and executing digital marketing strategies to help us accelerate our brand growth, acquire new customers, increase engagement with existing customers, and ensure cohesive messaging across all channels.

These activities include, but are not limited to, managing direct customer outreach optimization (email & SMS), owning test and learn plan for digital projects & conversion media, and managing digital marketing calendars.

Who You Are

You're a born leader: Through your experience, vision, and business acumen, you will activate digital marketing strategies & processes that support our business priorities and goals.

You're a doer. As our Sr. Digital Marketing Manager, you will do it all, from outreach strategy development & execution to conversion media to leading digital marketing projects.

You're a dot connector: You immerse yourself in the organization to build productive relationships with internal stakeholders – all in support of maintaining and growing The Laundress brand equity.

You're an inventor & risk taker: If the right process doesn't exist, you aren't afraid to create it.

You care a lot. You are authentic, passionate, compassionate, you put customers first, and lead with your heart and mind.

What You'll Do

- Partner cross functionally to execute integrated marketing campaigns that support key business objectives and growth goals across all digital channels including DTC, Amazon and retailer.com
- Develop and execute strategy to optimize digital consumer outreach, including paid media, email, SMS, and other digital marketing efforts
- Manage budget and media mix allocation, regular performance forecasting and performance optimizations and channel-level planning.
- Lead planning, execution, and analysis of SEO programs and campaigns
- Collaborate with Brand marketing to develop campaigns, performance recaps and learnings, presenting to cross-functional teams and senior leadership.
- Use consumer insights to inform decisions on customer targeting and segmentation
- Grow and maintain the customer database through the development of acquisition, retention, and reactivation strategies centered around effective lifecycle management.
- Project manage digital marketing calendar and work cross-functionally to support marketing & DTC strategic projects
- Provide data-driven insights into campaign performance, channel initiatives, and consumer dynamics using existing data, internal research, and market insight platforms
- Foster success as a proactive thought partner, anticipating the business cycles and developing actionable items
- Serve as an agile and flexible resource on developing digital marketing initiatives
- Coach, train, and develop direct reports and provide opportunities for growth
- Manage external agency relationships

Knowledge and Skills You'll Need to Succeed

- Bachelor's degree in relevant field with 6+ years of digital/marketing experience.
- Experience developing and executing digital marketing strategies, preferably in a DTC or prestige beauty business with multiple sales channels
- Advanced knowledge of digital marketing strategies, tactics (email, SMS, paid search & social campaigns) and systems (i.e., Google Analytics, Listrak, Attentive, RealStory)
- Experience managing agencies and collaborating with cross-functional partners
- Strong analytical and organizational skills coupled with an attention to details and an ability to multi-task and see work through to completion (project management experience a plus)
- Ability to provide both verbal and written information clearly, succinctly, and persuasively as well as ability to influence others
- Ability to work independently, taking ownership to positively influence end-to-end results
- Problem-solve skills and a continuous improvement mindset are crucial to turn out succinct projects and improve processes and ways of working across the team
- Action-oriented and ability to initiate appropriate resources to meet marketing goals
- Strong stakeholder management with ability to impact and influence different areas of the organization

Pay: Target salary for this position is \$120K - \$135K. The Laundress takes into consideration a wide range of factors that are utilized in making compensation decisions including, but not limited to, skill sets, experience and training, licensure and certifications, qualifications and education, and other business and organizational needs.

How we Reward: This position is bonus eligible.

Benefits: The Laundress employees are eligible to participate in our benefits plan. Should the employee choose to participate, they can choose from a range of benefits to include, but is not limited to, health insurance (including prescription drug, dental, and vision coverage), retirement savings benefits, life insurance and disability benefits, parental leave, sick leave, paid vacation, and holidays, as well as access to numerous voluntary benefits. Any coverage for health insurance and retirement benefits will be in accordance with the terms and conditions of the applicable plans and associated governing plan documents.

The Laundress is an organization committed to diversity and inclusion to drive our business results and create a better future every day for our diverse employees, consumers, partners, and communities. We believe a diverse workforce allows us to match our growth ambitions and drive inclusion across the business. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, age, national origin, or protected veteran status and will not be discriminated against based on disability.

Employment is subject to verification of pre-screening tests, which may include drug screening, background check, and credit check.

If you are an individual with a disability in need of assistance at any time during our recruitment process, please contact Recruiting@thelaundress.com. Please note: This email is reserved for individuals with disabilities in need of assistance and is not a means of inquiry about positions or application statuses.