Digital Marketing Lead

Growing a better future for our planet, Ecovative is the world leader in mycelium biotechnology - Join us!

When you’re part of the team at Ecovative, you’ll do important work in the development and commercialization of planet-positive materials, and you’ll be valued and recognized for your performance. With talented managers and inspiring coworkers to support you, you’ll find the resources and opportunities to make significant contributions to the world.

As a part of the Ecovative marketing team, the Digital Marketing Lead will work in collaboration with peers, human resources and business development teams to manage our website, digital ads, and tactics for various campaigns, channels, and platforms. This role will report to our Director of Marketing.

What You’ll Love About Us:

- **Fantastic Team Culture.** Innovative team with diverse interests (artists to off-grid living).
- **Excellent Benefits.** Health, dental, vision, retirement, EAP, PTO, tuition reimbursement, and more
- **Time to Connect.** community work, retreats, holiday events, Pi (pie) day, costume competitions, pumpkin carving, outings, food, etc.

Digital Marketing Lead has skills in three broad categories:

Team Oriented – This person will be working with lots of internal departments and will be flexible and focused on making their teammates look like rockstars.

Results Focused – obsessed with KPIs and finding optimal solutions to deliver those outcomes.

Technical Skills – knowledge of digital platforms, strategies, tools, tactics, and techniques.

Ecovative’s Digital Marketing Lead Will:

- Recommend, implement and maintain CRMs, CMSes, automation suites, email/social tools, reporting dashboards, etc.
- Optimize implementation and reporting with the following platforms:
  - Google Ads, Facebook Ads, LinkedIn Ads, Google docs/sheets/excel
  - Google Analytics, Google Data Studio, Google Tag Manager
Shopify, HubSpot, WordPress, Keynote

- Work with the Ecovative team to assist in daily operations, website updates and respond where support is needed
- Build omnichannel marketing campaigns to support Ecovative’s divisions, technologies and recruitment efforts
- Plans, executes and reports on digital marketing campaigns, analytics, keyword research, and other strategy work
- Skillfully build Keynote and GoogleSlides decks, crafting data to tell stories of strategy and outcomes that resonate with your audience
- Partner with brand and business stakeholders to write strong calls to action
- Driven by professional development, learning the latest tactics for performance, and learning from content generators and thought leaders
- Will be assigned work in the categories of SEO, e-commerce, website maintenance, email marketing, social media advertising, PPC/SEM, ATS maintenance – any tasks related to marketing programs and campaigns

Minimum Qualifications:
- Demonstrated experience recommending, implementing, and maintaining CRMs and/or other related databases or tools
- Optimization on digital platforms reporting and analytics
- Ready for anything and flexible team contributor
- Exceptional ability to use digital tools to drive action (applicants, investors, customers, and other business stakeholders)
- Ability to create and maintain momentum when things are busy
- Rigorous attention to detail
- Drive and own projects and tasks, make recommendations and bring ideas to the table
- Ability to prioritize and handle multiple tasks/activities simultaneously
- Strong verbal and written communication abilities
- Digital tech-savvy, including cloud-based platforms and technologies
- Strong administrative, detail, and follow-up skills
- Ability to maintain focus on priorities among multiple assigned tasks in a dynamic work environment

Educations and Experience: Bachelor’s Degree in Digital Media and 5+ years of experience working directly with successful digital marketing campaigns, UX tools, and content or 7+ years of relevant work experience

Ecovative is an Equal Opportunity Employer.
Please send your resume and cover letter to jobs@ecovativedesign.com