

eCommerce Growth Marketing Lead

SUMMARY: *BioLite, a cutting-edge consumer technology company and social enterprise is seeking an experienced and passionate leader for our ecommerce business. This entrepreneurial, ambitious, proactive, and analytical leader will have primary responsibility for driving growth in the direct to consumer channel.*

OPPORTUNITY TO MAKE AN IMPACT:

BioLite launched online in 2012, and since then, our direct to consumer business has continued to be a significant driver of growth. Our ecommerce-first roots make us unique in the outdoor industry and we're ready for you to lead us to the next phase of innovation and growth. You will work closely with cross functional teams and have true P&L responsibility for this strategically important piece of the business.

KEY ACTIVITIES:

- Identify key levers for growth and innovation, create a prioritized pipeline of initiatives, and manage cross functional teams to drive results
- Help determine business KPIs, create targets, and measure performance against targets
- Implement paid and unpaid customer acquisition strategies
- Work closely with marketing to create the promotional and communication calendar
- Work with developers and ecommerce operations to execute site improvement initiatives and build a best in class infrastructure to support sales growth

DESIRED SKILLS, EXPERIENCE & ATTRIBUTES:

- 3-5+ years of experience in digital marketing, ecommerce operations, or related area in a consumer company (bonus points if in the outdoor industry)
- Knowledge of various customer acquisition growth strategies, including paid and unpaid acquisition strategies
- Experience setting quantitative goals for every initiative and building tools to measure results against those goals and to drive decision making
- An in-depth understanding of the relationships between marketing, design, finance, supply chain and ecommerce and how various IT systems work together
- Experience with email marketing strategy and execution
- Understanding of UX best practices and A/B testing methods and tools to continually drive increased site conversion
- Experience managing external web developers to implement strategies
- A great sense of humor, proactive and relentless towards achieving goals, and an understanding of the team-oriented, fast-paced nature of growth stage company



TITLE: eCommerce Growth Marketing Lead

LOCATION: Brooklyn, New York

REPORTS TO: Head of Marketing

WORKS CLOSELY WITH: CEO, finance, supply chain, and wholesale teams as well as ecomm operations and web developers

START DATE: ASAP

COMPENSATION: Salary is competitive with other fast-growing startups plus company equity, a profit-based bonus plan, and generous benefits.

ABOUT BIOLITE:

BioLite is a dynamic social enterprise that develops, manufactures, and markets consumer energy products for off grid communities around the world. The company creates breakthrough cooking, charging, and lighting solutions for both outdoor enthusiasts as well as rural families living in energy poverty. It is the recipient of numerous awards including the St. Andrews Prize for the Environment, Popular Science Best of What's New, Nokia Health Tech Awards, and Fast Company Innovation by Design Awards. Headquartered in Brooklyn, NY, the company was founded in 2009 by Jonathan Cedar and Alec Drummond. It is a proud member of the Global Alliance for Clean Cookstoves.

Please submit your resume and cover letter to jobs@biolitestove.com and include "eCommerce" in the subject line.

Company is not accepting candidates via recruiters.