# PRIMALLY PURE

## JOB DESCRIPTION

## **Primally Pure Mission Statement**

We seek to inspire fresh perspectives on beauty through traditional practices. We believe that caring for your skin shouldn't come at the expense of your health, and formulate products using fewer + better ingredients derived from nature for maximum purity and potency. We strive to cultivate, lead, and live our lives in the same way we create our products: infused with simplicity, integrity, and beauty.

#### **Our Culture**

We hope that by reading through our Values, Guiding Principles, and Pure Team Ethos, you will glean a better understanding of what sort of a culture we seek to create and protect at Primally Pure.

#### ROLES + RESPONSIBILITIES

## 1. Lead a high-performance team

- Hold weekly 1:1 reviews to hold the entire team accountable to hit their goals
- Executing a Quarterly Talent Assessments and Semi-Annual Talent Reviews to provide high quality developmental feedback and hold them accountable to growing as professionals
- Hire people who can deliver results and demonstrate our core values

## 2. Drive profitable paid performance growth

- Create the strategy and own the execution of our digital marketing effort across acquisition, consideration, conversion and retention funnel stages, covering Paid Search, Programmatic, Affiliate, and Paid Social channels
- Create and manage a multi-million dollar budget to drive profitable ROAS channel by channel, and work with external agency to optimize daily to achieve objectives
- Build and maintain performance reporting and analysis across acquisition channels and campaigns; monitor and report on key performance metrics, including blended and per channel CAC, in platform and holistic ROAS, and LTV to assess campaign effectiveness and overall business impact

## 3. Drive sales through a data driven e-commerce experience

- Develop and execute a comprehensive e-commerce roadmap aligned with the company's business objectives, considering subscription models, loyalty programs, web analytics, and feature buildouts
- Own the full ecommerce experience, including website performance, conversion rate optimization, site merchandising, subscription management, loyalty program management, and web analytics

#### IDEAL CANDIDATE CHARACTERISTICS

When we consider the ideal candidate for this role, these are the top qualities that come to mind:

- 7-10 years hands-on experience directly managing and scaling paid performance channels for a DTC eCommerce brand with high growth targets.
- Proven leader, experience managing and motivating a talented team of marketers and cross functional experts.
- Highly motivated to independently learn, stay ahead of trends and self teach
- Experience integrating highly efficient acquisition campaigns with sophisticated brand messaging and audience strategies.
- Rigorous creative testing methodology and ability to efficiently guide in-house and agency creative teams.
- Experience with A/B testing, incrementality testing, and sophisticated measurement techniques and attribution models.
- Strong analytical skills with ability to crunch raw data, draw precise conclusions, and develop actionable strategic recommendations.
- Proficient writing skills with passion for great ad copy and ad creative.

## **Our Values**

## Being the best

- 1) Definition: Performing at the highest possible level to achieve maximum impact as a company and make a difference in the lives of the people we serve.
- 2) How we live it:
  - a) I drive results and go above and beyond in fulfilling the duties outlined in my job description.
  - b) I operate and lead with humility. Despite being the best at what I do, I don't have an ego.
  - c) I collaborate well with others, knowing that teamwork is essential to achieve results.

#### Scrappy

Get the job done and achieve the desired results. We're ambitious. We take the initiative. We're resourceful. We do the job and we do it well.

- 1) Definition: Being resourceful and doing what it takes to get the job done with excellence.
- 2) How we live it:
  - a) When plan A doesn't pan out the way I expected it to, I am willing to switch gears and figure out a plan b, c, or even a plan z.
  - b) I don't need a step-by-step instruction manual to accomplish what is expected of me. I am capable of figuring it out on my own, while also knowing when to ask for feedback or guidance.

#### Accountability

- 1) Definition: mistakes are not hidden, blame is not shifted, and trust is not lost
- 2) How we live it:
  - a) It is my responsibility to be crystal clear on what my job description entails and all that is expected of me.
  - b) If I am unsure of what is expected of me, it's on me to get clarity on any questions regarding my role/responsibilities.
  - c) When things go wrong, I ask "What could I have done differently" before blaming others or trying to justify the results.

#### Fun

- 1) Definition: We value an environment where humor and laughter are part of our daily interactions. We embrace spontaneous moments of joy, enhancing creativity and easing the pressure of work.
- 2) How we live it:
  - a) Spontaneous Humor: Embracing and encouraging natural, appropriate humor in meetings and daily interactions, leading to genuine laughter and a lighter work atmosphere.
  - b) Leadership by Example: Senior leaders and managers actively participate in and promoting a fun environment, showing that it's acceptable and encouraged to find joy and humor in work.

#### PURE PRINCIPLES

- **Powerful, Non-Toxic Products That Work.** Everyone deserves to feel confident in their skin without compromising ingredient quality or efficacy. Our #1 goal as a company is to formulate and produce the most effective, safest, and well-made natural products available.
- Life-Changing Clean Living Education. Skin health is often a direct reflection of what's going on inside, and the products we use are only a piece of caring for your skin and self. We are passionate about creating and sharing cutting-edge health information (often unconventional/alternative in nature) to support and empower our community in lessening the toxic load and living a whole, healthful life.
- **Elevated design.** Our brand aesthetic is of the utmost importance, and a high level of attention to detail, care, and expense goes into creating everything from our product labels to all of our content, to the design of our HQ. Surrounding ourselves with elevated design in turn elevates our creativity, productivity, and output.
- Community + Connection. We strive to create a community that's helpful, inclusive, and inspiring. Being in a community with others on the same path can be instrumental in one's success or failure in adopting a new lifestyle practice. Our goal is to come alongside our community and offer support and encouragement every step of the way.

## PURE TEAM ETHOS (WHO WE ARE)

- Passionate: Every role at PP plays an instrumental part in sharing clean products and clean living education with others, and that's what motivates us to give our all each day. We are go-getters who think outside the box and get excited about executing ideas and opportunities.
- Understanding: We communicate with thoughtfulness and kindness to our co-workers and to our customers. We offer grace at all times, even when it isn't deserved. We are not easily offended, and do our best to assume that others have good intentions.

- Respectful: We respect ourselves, our co-workers, our customers, and our community. We appreciate each person's role on the PP Team, even if we do not fully understand it.
- Efficacious: We follow through on our responsibilities, take pride in the work we do, and produce exceptional results.
- Truth-seeking: We question conventional narratives about skincare, health, and wellness. We actively do our research to form opinions.
- Exceptional: We are not satisfied with the status quo and go above and beyond with the high-quality products we produce, the education we create, and the outstanding service we provide to our customers.
- Ambitious: We think big and set exciting (and slightly intimidating!) goals for ourselves.
- Mindful: We are biohackers who seek to improve our health and performance. We acknowledge that our mindset, what we put into our bodies, and what we put onto our bodies all have a direct effect on our health and happiness.