



Vice President of Marketing

PRx Performance is a leader in the design, development, manufacturing, and distribution of a broad range of fitness equipment with a strong reputation for quality and customer service. We are seeking a highly skilled, seasoned professional with strong leadership to join our team as the Vice President of Marketing, overseeing critical aspects of our business to drive growth and elevate our brand presence. This position reports to the President of PRx and is based out of Fargo, North Dakota.

Position Summary:

The Vice President of Marketing is a key leadership position for the organization's growth and enhanced brand visibility. This position indirectly oversees the team executing day-to-day online operations relating to eCommerce with responsibility for operating metrics and key performance drivers such as conversion, qualified traffic and opt-ins, new buyers, repeat buyers, sales, average order, units per order, and margin preservation. Experience and ability to work with digital marketing initiatives to deepen customer engagement and integrate overall brand digital strategies is a must. This position leads the Marketing Manager, Customer Service/Sales Manager, and Brand Managers.

If you are a results driven, strategic thinker with a passion for building and leading dynamic teams, we invite you to apply for this opportunity to shape the future of PRx Performance.

Duties and Responsibilities:

eCommerce

- Drive digital marketing initiatives, including SEO, SEM, email marketing, and social media
- Execute strategies with a focus on long-term successes and sustainability
- Oversee the overall marketing strategy in hand with the Marketing Manager and provide direction to achieve collective goals
- Oversee the planning, creation, and implementation of integrated advertising campaigns across various platforms to maximize brand visibility and impact
- Oversee the development of materials and content, including creative for advertising, social media, and other digital channels
- Oversee the customer journey from first introduction to installation (and beyond) through usability, pricing, marketing, customer service, and customer-facing technical documents
- Work with Customer Service Manager to ensure the customer service team remains a champion for the customer
- Instill a strong commitment to customer satisfaction throughout all marketing and sales efforts
- Implement initiatives to enhance the customer journey, focusing on usability, A/B testing, and conversion rates
- Work closely with cross-functional teams, collaborating with Product Development, Operations, and Finance to ensure seamless execution of marketing and sales initiatives while protecting the bottom line
- Successfully manage and partner with various vendors and agencies

Performance Metrics and Reporting

- Define and monitor key performance indicators to measure the effectiveness of brand initiatives and make data-driven adjustments as needed
- Establish and manage the marketing budget, ensuring efficient allocation of resources and maximizing ROI on marketing investments
- Develop and present regular reports on marketing performance by demonstrating the impact of marketing efforts on business outcomes
- Monitor project timelines and budgets to ensure projects are delivered on time and within scope
- Collaborate with data analyst to gather and interpret relevant data for continuous optimization of marketing and sales efforts
- Use analytics to inform marketing strategies, user experience improvements, and pricing strategies

Leadership

- Lead and mentor a high-performing eCommerce team fostering a culture of collaboration, growth, innovation, and continuous improvement ensuring each team member is empowered to contribute their best work
- Develop and implement strategies to enhance customer engagement, satisfaction, and loyalty through targeted marketing initiatives
- Manage public relations efforts to enhance the company's image, build relationships with media outlets, and handle crisis communications when necessary

Experience, Skills, and Qualifications:

- Bachelor's degree in marketing, advertising, or related field
- Minimum of 3-5 years of relevant work experience in a senior marketing role
- 5+ years of management experience
- Proven track record in building a successful, fast-growing eCommerce business, preferably at a lifestyle brand
- Ability to work across functions and across an executive team to catalyze change in a positive, collaborative, and transparent way
- Must possess a strategic mindset and be able to develop both short-term and long-term marketing initiatives for the continued success of the company
- Demonstrated leadership in recruiting, retaining, and managing a high performing team
- Comfortably operate in ambiguous situations, demonstrating adaptability and a proactive approach to problem-solving
- Experience with CRM software and digital marketing tools and technology
- Background in an eCommerce D2C business (Shopify experience a plus)

PRx Performance, LLC partnered with PRO Resources are Equal Opportunity Employers.