

# VINTNER'S DAUGHTER

## DTC Manager

### **Not Beauty As Usual**

Vintner's Daughter is different.

Frustrated with an industry that misled its customers and cared more about marketing than quality, April Gargiulo founded Vintner's Daughter to provide unprecedented quality, craftsmanship and performance. She ended up transforming an industry.

### **It took an outsider to reconsider what is possible**

April's unusual background in fine winemaking in Napa Valley spurred her to question and challenge every industry norm. She asked: "When developing a skincare formulation, what if every decision was the highest quality, most effective option—regardless of cost or complexity?"

The result of this exploration led to skincare products that delivered unprecedented skin nutrition and performance. When April searched for a lab to make its first product, Active Botanical Serum, she received dozens of "no's." Many very condescendingly told her how naive she was and did she have any idea how expensive, risky and time-consuming this would be. Despite the pressure to conform to industry norms, she resisted the urge to compromise on quality in any way.

### **A lasting impact**

In an industry that uses fear and insecurity to sell and market its products, Vintner's Daughter has taken a stand and is committed to creating confidence. We do not use words like "correct," "fix," "transform," "improve" or "anti-aging" that stoke insecurity or fear to drive purchase. Instead, we choose *Positive Beauty*, with words and images that manifest joy, confidence and gratitude in our beautiful skin.

From our very first sale, we have donated 2% of revenue to charities supporting women and children. We have chosen to be carbon neutral, prioritize sustainability, and invest more than three years of effort in becoming a certified B-Corp.

## **Mission**

Vintner's Daughter exists to have a profoundly positive impact on our community's skin, life and our shared world.

## **OVERVIEW OF THE POSITION**

We are seeking a strategic, analytical, and problem-solving DTC Manager to support and execute our DTC strategy, driving online growth, enhancing customer engagement and loyalty, and building into new test programs to build our brand. This hands-on role will work directly on all aspects of the DTC business, including customer acquisition, retention, subscription, website and analytics. The DTC Manager will report to the company's VP of DTC and work closely with cross-functional teams, executing on the DTC strategy to meet overall company objectives and growth targets. This role is based in San Francisco, CA, and our Bay Area team is in our beautiful office 50% of the time.

## **RESPONSIBILITIES**

1. Drive new customer acquisition
  - Help build and execute strategies to drive owned, earned and paid new customer acquisition
  - Manage agency partnerships to drive operational efficiency and creative innovation
  - Monitor and analyze key performance metrics, such as sales, conversion rates, average order value, CAC, ROAS and customer lifetime value, to identify opportunities for growth and improvement
  - Work closely with the Brand team to deliver best in class assets to optimize acquisition channels
  - Work closely with the Brand team to build and evolve email acquisition strategies and content approach
2. Enhance customer experience, retention and brand loyalty
  - Develop and optimize customer segmentation to best understand and improve conversion of our existing customers
  - Build tools and strategies to improve personalization throughout the website, email, SMS, and unboxing experience to achieve industry best retention rates
  - Leverage customer data and insights to continuously improve subscription program and retention strategies
3. Help to elevate and improve our website and user experience

- Coordinate relationship with external agency responsible for website development and maintenance, working through all issues and driving toward solution
  - Collaborate with internal creative team to design and implement engaging content, including visuals, product descriptions and interactive features
  - Conduct regular audits, A/B tests and usability tests to identify areas for improvement and implement enhancements to drive conversion rates and customer satisfaction
4. Collaborate with cross-functional teams
- Work closely with the internal Creative team to provide guidance and feedback on creative assets, ensuring they are visually appealing, on-brand, and optimized for the online platform.
  - Work closely with the Operations team to align on objectives and strategies for customer service, website functionality and fulfillment
  - Support the VP of DTC in close partnership with the Finance team, to analyze our DTC business and make recommendations on how to read and react to this information

## **QUALIFICATIONS AND SKILLS**

- A minimum of 3 years experience within the DTC or e-commerce domain, preferably in the consumer space
- Strong strategic thinking and business acumen, with a track record of managing and executing successful DTC strategies
- Solid knowledge of digital marketing and the underlying mechanics of acquisition, retention, and analytics
- Demonstrated experience with testing and executing segmentation strategies
- Experience with Shopify, Klayvio, subscription, Google Analytics and related technologies is a plus
- Strong analytical and problem-solving skills, with the ability to leverage data to drive decision-making
- Strong communication abilities, with a proactive, collaborative and motivational approach
- Small company experience; able to thrive in high-velocity, lean environment

## **PERSONAL CHARACTERISTICS**

- A passion for the company's mission, vision and values
- Self organized, motivated, and able to prioritize multiple tasks
- Action-oriented and able to thrive in a fast paced environment
- Contributes to building a joyful culture while staying focused on performance

- A strong willingness to work hard and get the job at the highest standards
- Humble and open to feedback
- Kind and curious

## TO APPLY

Please submit your resume to [careers@vintnersdaughter.com](mailto:careers@vintnersdaughter.com) and reference **DTC** in the subject line of your email.

*Vintner's Daughter is an equal opportunity employer. We are committed to the value of diversity, inclusivity and quality in both our workplace and company culture. We encourage applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, disability, and veteran status.*