

KREYÒL ESSENCE®

NATURAL + ETHICAL
BEAUTY PRODUCTS FROM HAITI

Job Title: Marketing Director

Reporting To: Chief Executive Officer

Location: Miami, FL (hybrid; in-office 3x/week)

About Us

Kreyol Essence (KE) makes natural + ethical beauty products with ingredients from Haiti. Our signature ingredient is Haitian Black Castor Oil and Moringa Oil. Kreyol Essence products are formulated specifically for those with dry hair, dry skin and curly hair.

As a social business, we create work for over 300 farmers and women, plant to conserve the environment and seek to empower the women who craft our products and the women who use them.

Scope of Work Overview

Kreyol Essence is seeking a Marketing Director to lead, execute and optimize the company's omni-channel marketing plan. The Marketing Director will work closely with the CEO and COO to achieve goals. Our ideal candidate is self-driven, creative, culturally informed, motivated, and can design and work well with others. This is an implementer position, so execution is key.

The primary objective of the Marketing Director is to ensure effective brand and digital marketing strategies to drive brand awareness, recognition, and revenue. Main areas of focus are but not limited to: E-commerce website, Digital Advertising, PR, Affiliate Marketing, SEO, Content Management, Email and SMS, Data Analytics.

Responsibilities Include:

Marketing & Brand Strategy

- Maintain current knowledge of marketing trends, particularly in the digital/social media marketing space, and translate trends into opportunities applicable to company goals
- Lead the development of branding and corporate identity initiatives
- Lead and implement marketing plans, including promotional calendars and programs, new product introductions and other marketing projects
- Manage E-Commerce and Print Marketing Budget
- Develop E-Commerce forecasting and product branding plans
- Establish and grow a target market share
- Offer expert advice to develop innovative advertising, public relations, social media and events
- Negotiate with media partners to guarantee advantageous contracts

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People/Project Management

- Work with overall team on brand initiatives
- Develop and maintain annual strategic goals, and break goals down by quarterly, month and week in order effectively direct team.
- Coach and supervise a marketing team and consultants, including hiring, training, workloads, schedules and deadlines
- Manage Kreyol Essence owned website and omnichannel presence, with the goal of maximizing sales and conversions, branding and consumer and customer relationships across digital, social, print, email, and PR.
- Work with marketing coordinators to IGNITE social media and affinity platforms, their respective participants as well as relevant influencer communities, (Facebook, Instagram, Twitter, Snap, TikTok, YouTube, etc.) and how each platform can be deployed in different scenarios to commercial effect and improved ROI.
- Collaborate with sales director and innovation director to identify and execute marketing synergies with relation to new product/collection launches, newness campaigns, and B2B marketing cooperatives.
- Work with customer service manager to improve execution of marketing campaigns and implement educational initiatives based on customer feedback.
- Maintain organization of marketing folders on Box.com to ensure efficient access to information by team.
- Create and maintain standard operating procedures for recurring marketing tasks.

Reporting

- Maintain and analyze sales and profitability report by marketing initiatives and channel.
- Identify and monitor target return on investment for all marketing initiatives.
- Align and monitor marketing initiatives with target monthly, quarterly, and annual sales goals.
- Identify potential gaps in meeting goals and proactively adjust plans to meet sales goals.

Qualifications

- 4+ years of digital marketing and DTC experience
- 3+ years of management experience

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- Experience with Shopify Plus platform, email campaign management tools (experience with Klaviyo a plus), SMS platforms, ShipStation, and more etc.
- Experienced at monitoring, identifying, and improving SEO performance with industry standard SEO tools, such as SEMrush, Google Search Console and others. Expert at optimizing SEO keyword strategies, placement, traffic and conversions.
- Experience managing in-house personnel and digital marketing agencies, including SEO, PPC and Paid Social agencies with budgets greater than \$3M/year. Be able to explain and prove a growth marketing mindset with examples.
- Fluency in analytics tools and their language (e.g. Google Analytics etc). Can translate data into insights and actions that drive positive results.
- Highly effective working cross-functionally, especially with technical and leadership teams.
- Comfortable working in a startup environment, manage multiple projects
- Creative and fun with the ability to understand branding + cultures
- Has created simple go to market plans that are focused, impactful, aligned and deliver results.
- Has experience with and is proficient in creating sales reports and profitability / return-on-investment margins for different marketing initiatives.
- Proficiency in Microsoft Suite (Word, Excel and PowerPoint).
- Strong email and calendar management skills (Microsoft Outlook)
- Excellent executive communication skills and reporting directly to C-suite leaders.

This job description is not a comprehensive listing and is subject to change at any time and will include other tasks and duties as assigned.

HOW TO APPLY:

Interested candidates must submit a resume and cover letter to careers@kreyolessence.com

Please include 'Marketing Director' followed by your full name in the email subject line.

A background screening and reference check is required for this position. No phone calls from candidates or third parties please.