



JETTY

Company Overview

Jetty is an East Coast based lifestyle apparel company. As a grassroots movement, Jetty prints and designs unique products inspired by the nautical culture at the heart of our South Jersey roots. We believe doing good is good business. Thank you for taking part in our positive movement.

Jetty is a Certified B Corp

Jetty will continue its dedication to philanthropy, regional vendors, and the environment in order to meet B Corp standards. Putting on a Jetty garment, printing with Jetty Ink, and contributing to the Jetty Rock Foundation are all ways that you can help Jetty be the best for the world.

Position

Marketing Manager

Summary

Jetty is looking for a Director of Marketing to effectively and strategically increase growth through management of all current marketing campaigns/initiatives as well as the introduction of new strategies. The position includes responsibility over all Jetty brands/divisions (Jetty Apparel, Jetty Ink, Jetty Rock Foundation, Jetty Brewing Co., etc.). The ideal applicant should have experience in the realm of digital, in-person, event, email, and influencer marketing as well as a firm grasp on the surf industry / board riding culture. Applicant must be outgoing and proactive, be willing to go above and beyond to accomplish a task, work independently as well as with a team, and bring a fresh perspective / new ideas to the table.

Responsibilities

- Manage daily social channels
- Create and pitch exclusive content for social channels
 - Manage Brand Ambassadors
 - Identify and manage potential ambassadors
 - Develop and execute Influencer program
 - Develop and execute annual email marketing plan
- Develop and manage seasonal line marketing strategies
- Develop and manage digital marketing strategy (DTC + Retail)
 - Manage event marketing and provide event support

Description

- Reports directly to Jetty CEO, CMO, and Creative Director (Operating Partners)
 - Start date January 2, 2018
 - Reports to Jetty HQ in Manahawkin, NJ
 - 40hrs per week flex hours
 - Approx 6 weekends per year required
- Organizing and managing activation teams at all off-premise events/functions (content creation + event support)

Experience

- 3+ years marketing experience in digital media
- Experience with marketing strategy within social channels and web
- Experience with brand strategy, creative direction, and marketing plans
- Budget management, project management, and strong interpersonal skills
 - Proficient in all major social channels
- Proficient in Microsoft Word, Excel, PowerPoint, Shopify, and Adobe

Benefits

- Get on board with an emerging brand within the surf market
- Learn first-hand about the entrepreneurial experience / small business
 - Huge growth potential
- Tap into a growing industry/social network
 - Participate in charitable initiatives
 - Work for a B Corporation

To Apply

- Email your Cover letter, Resume, and examples of your work/projects to info@jettylife.com

Experienced candidates only -- Training immediately -- Start date 1/2/18