

Job Description

Position Title: Director of Performance Advertising

Department: Marketing

Reports To: VP of eCommerce

General Summary:

The Director of Performance Marketing will be responsible for developing and executing our overall performance marketing strategy, with a primary focus on driving measurable results and optimizing the performance of our digital advertising and communication campaigns. This role requires a strategic thinker with a deep understanding of performance marketing channels, analytics, and a proven track record of delivering tangible business outcomes. This position plays a crucial role in scaling the DECKED brand, optimizing advertising effectiveness, and fostering strong, lasting connections with our audience.

Essential Job Functions:

Strategic performance planning:

- Develop and execute a comprehensive performance marketing strategy aligned with company objectives.
- Identify and prioritize key performance indicators (KPIs) to measure and track campaign success.
- Stay abreast of industry trends, competitor activities, and emerging technologies to inform and enhance marketing strategies.
- Define the content strategy required to achieve DECKED's performance marketing objectives and work with the brand team to ensure on-time, on-spec delivery of all requirements.
- Design and implement a process to regularly share relevant data with cross-functional teams (e-Commerce, Content, Brand, Sales, Finance, etc.).

Campaign Management:

- Oversee the planning, execution, and optimization of multi-channel performance marketing campaigns, including digital advertising (including but not limited to Meta, TikTok, YouTube, Google Ads, Bing Ads, Pinterest, CTV and Programmatic), SEO, social media advertising, email marketing, affiliate marketing,
- Collaborate with cross-functional teams to ensure consistency and alignment across all marketing channels.
- Use analytics tools to measure and report on the performance of marketing campaigns.
- Provide regular, detailed reports to leadership, highlighting key insights, trends, and recommendations for improvement.

Budget Management:

- Manage and optimize marketing spend to hit budget while achieving maximum ROI and efficiency.
- Continuously monitor and analyze budget performance against KPIs, making data-driven adjustments as needed.

Team Leadership:

- Lead and mentor a high-performing performance marketing team, fostering a collaborative and innovative work environment.
- Provide guidance on skill development and career growth for team members.
- Hire, develop, lead and manage a top-performing team.

Knowledge, Skills, and Abilities:

- Experience in a marketing role for a brand with a benefit proposition and loyal connection to its consumers
- Proven experience (5+ years) in DtC performance marketing with a successful track record of achieving measurable results.
- Strong ability to work with Content and Brand Teams to share relevant data and obtain a consistent stream of high-performing content.

- Strong analytical skills and proficiency in marketing analytics tools.
- Proven ability to hire, develop, lead and manage a high-performing team.
- Proficient in Excel and/or Google Sheets; strong analytical skills.
- Experience using data to drive decision-making and execution priorities.
- Exceptional organizational and communication skills.
- Resourceful, detail-oriented, and adaptable to a collaborative work environment.
- Willingness to work hard and roll up sleeves to get the job done, even when at times it may be outside the scope of the job
- Able to work in a collaborative work environment

Compensation and Benefits:

- Compensation DOE
- Health, dental, vision, short- and long-term disability, & group term life insurance
- 401k with match
- Paid parental leave
- Wellness benefit
- Free water, decent coffee, nice people

Note: The statements herein are intended to describe the general nature and level of work performed by employees, but are not a complete list of responsibilities, duties, and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.