

## **Director of Marketing**

HDC is looking for a creative, self-starter, who is proactive, not afraid to ask questions, and works well with a team. We would like YOU to grow the marketing arm of Harp Design Co. Create a plan of action and follow through. This is an overview of your job description if you get to the next level we will expound upon this list.

### **Position Duties & Responsibilities:**

Social media: (Instagram, Facebook, Twitter etc.)

- Create/manage all social media for all channels
- Work with in house photographer to plan social media shoots
- Hone the voice of Harp Design Co. so that it reflects the vision of Clint and Kelly
- Create and report analytics - and adjust appropriately

Website/Blog Management

- Manage product info/inventory uploads/SEO Keywords
- Works with in house photographer to plan website shoots
- Create reports based on Google analytics
- Manage and create the overall aesthetic of the website
- Liaison to web developer, manage website changes/updates
- Copywrite all blog posts, and maintain regular posting schedule

Email campaigns

- Create and manage all emails/newsletter marketing campaigns
- Analyze and keep record of each campaign's failure/success, create reports

Public relations

- Create media appearance opportunities for Harp Design Co. and Clint and Kelly. (blogs, podcast, T.V., radio, magazine, meet & greets etc.)
- Track success rates of each event
- Work with Harp's assistant to schedule out appearances, and interviews.
- Reputation management

### **Requirements:**

- Bachelor's degree in business, marketing, communications, or related field
- Proven leadership ability, proactive, scheduled, organized
- Asks questions, engages, works well with a team
- Understands the Harp Design Co. vision, brand, and customer
- Strong copywriting/grammar skills
- Proficiency in social media platforms such as Instagram, Facebook, and Twitter
- A proven sense of aesthetics and design, a love for great copy, and a creative, witty style of communication
- Strong analytic skills and ability to draw conclusions given a data set

### **Preferred qualifications:**

- Email marketing proficiency
- Shopify experience
- Knowledge of either Klayvio or Mailchimp
- Experience in managing a marketing team
- Graphic design knowledge
- Strong knowledge of Google Analytics
- Adobe Creative Suite: (Photoshop and Illustrator specifically)

*\*You may be asked to provide a writing sample and complete a test if we move forward with you as a candidate*