



Marketing Lead - 12 month maternity leave contract

Henkaa means "change" in Japanese and that's what we specialize in - convertible dresses to foster individual diversity, that brings groups of women together to celebrate sisterhood and life's milestones. Women come in all different shapes, sizes and body types and Henkaa has 6 different convertible pieces that can transform from day to night and casual to formal - we are the answer to the "what to wear" question for any occasion or stage on a woman's journey.

We're a close-knit, resourceful team on the hunt for someone who has experience working in a small company and has the ability to both strategize and execute marketing campaigns and activities to drive results and growth.

As our Marketing Lead, you will work on a team to...

- Execute and coordinate deliverables of the marketing strategy by working with the team to gather required assets, ensure timely creation of content and graphics and engaging and growing our tribe of Henkaanistas
- Engage in development and execution of Creative Briefs by contributing creative ideas to communicate effectively with target audiences through all sales channels
- Work to support, develop and generate customer acquisition, lead nurturing, loyalty programs and business development strategies and plans to acquire new and repeat customer sales and convert prospects and leads
- Amplify Henkaa's online presence to create and distribute unique lifestyle and fashion based content for our blog and social media properties
- Suggest, evaluate, plan and participate in events, PR, external opportunities to grow, bring brand awareness and develop the business strongly focusing on ROI and results
- Assist in developing partnerships, collaborations and building relationships with influencers, bloggers, photographers, "friendors" and community outreach programs
- Use monitoring tools to listen, measure and report on the impact of marketing activities on sales, website traffic and the brand
- Other duties as required by management and the business

Is this you?

- 3+ years in marketing, business development or related field
- Successful track record in all aspects of marketing to create rapid growth/awareness including traditional and digital marketing
- Excellent project planning experience with strong organizational skills
- Proven experience with tradeshow, event planning and photoshoots
- Self-starter - able to work independently in a fast-paced environment
- Fiscally responsible and budget conscious
- Confident networker and proven relationship builder
- Proficient in Google analytics and other web analytics programs

Interested? Send your cover letter and resume to hr@henkaa.com