WONDER VALLEY

MARKETING DIRECTOR

Wonder Valley is growing and we're looking for a strong leader to join our team as the Marketing Director. This is a high functioning role that bridges creative, analytical, and operational skill sets. This candidate is an excellent communicator - direct, honest, kind, dependable, and takes and gives feedback well. This person, above all, wakes up driven! They are curious, open-minded, and passionate about what we're creating here, and want to play a substantial part in taking Wonder Valley to the next level. This role requires a mix of creativity and business acumen. On a personal note, we are looking for someone who is a pleasure to work with; someone with great taste, a good sense of humor, low ego, and a strong intuition.

Role:
- Strategy and direction
  - On a micro level can help with logistics, calendars, and budgets
  - On a macro level can help with holistic company-wide goal setting and laying out a plan for the steps and support needed to get there
- Oversees the many ways that Wonder Valley reaches our existing and potential customers
  - Works directly with our digital marketing agency- google/meta ads
  - Social media strategy and execution
  - Affiliate marketing platforms and influencer/ambassador strategy
  - PR support and strategy
- Responsible for evaluating our current stack and discerning the best platforms, agencies, and services for Wonder Valley to implement
- Managing the team - both internal and external supportive players- that make up our marketing ecosystem
  - Comfortable giving direction and feedback
  - Helps create a cohesive, positive team environment
  - Identifies when additional support is needed
- Results driven!
  - Master of the upsell, identifier of opportunities for growth, continues to add value and prioritize the customer's experience
  - Looks for ways on and offline to grow our audience and can find creative, out-of-the-box solutions for sustainable growth
- Involved in financial decisions and setting quarterly budgets for marketing
- Works directly with owners and operations department on ideas for product development
- Plays a pivotal role in creative direction for campaigns: photoshoots, selecting models, hiring photographers, and other ways to story tell around the product collections and brand
- Copy editor: this role will contribute ideas and copy for campaign direction, ad hooks, social media copy, web pages, and packaging copy and will act as a chief copy editor to make sure the brand voice is clear and consistent
- Website strategy and refreshing
  - Provides direction and strategy around website refreshes, new landing pages, upsell features, and third-party integrations
- Analytics: can metabolize all the analytics from our platform backends and identifies opportunities for growth, understands the metrics for success
- Understands and champions the brand and can act as a brand representative

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Required:
- Based in California
- Expertise in d2c marketing, including but not limited to digital advertising, subscriptions, affiliate marketing, social media strategy, digital upselling features, retention agencies
- Experience managing a team
- Expertise with Shopify, Klaviyo, and Google / Meta digital ads
- Thrives with autonomy in a working remotely set up
- Has a car and the ability to travel within California for occasional events
- and meetings
- Tenacity and positive energy
- Passion for our products, the brand, and the industry we work in

Bonus
- Copywriting background
- Previous entrepreneurial background
- Experience working in the beauty or wellness industry

Details
- Full-time, salaried position - competitive compensation based on experience
- Profit sharing
- Health and dental benefits
- Generous time off
- Work remotely
- Room to grow

To Apply:
Email us with your resume and a letter of why you wanna join us and why you think you're a good fit.

frontdesk@welcometowondervalley.com and jay@welcometowondervalley.com

Use "Marketing Director" for the subject line of your email.