

A D E L A N T E

S H O E C O .

Associate Director, Ecommerce

About Adelante Shoe Co.

www.adelanteshoes.com

Adelante Shoe Co. is a mission-driven startup that delivers handmade, made-to-order shoes direct from our workshop in Guatemala to the customer's door within 10 days. We started Adelante to further economic development in Latin America, and our centralized production model quickly unlocked a highly-differentiated series of value propositions:

- Adelante shoes are beautifully crafted and represent the highest quality materials, construction methods, and craftsmanship available in the market
- Adelante offers more footwear lengths and widths than any other brand and allows for a high degree of aesthetic product customization; all products are customizable in realtime on the Adelante website product pages
- Adelante provides a personal and impactful brand experience; customers connect with their craftsman via multimedia while their shoes are being handcrafted

About the Position

Adelante Shoe Co. is hiring an E-commerce Associate Director to join our Boston-based Marketing and Sales team in scaling our digital sales. The E-commerce Associate Director will work hand-in-hand with Adelante's executive and management teams to develop and implement a powerful digital acquisition and retention strategy across multiple paid and unpaid channels.

We are looking for a data-focused rock star who will take charge of Adelante's digital marketing and sales roadmap, own existing channels, and develop new ones. The correct hire will be a player-coach who demonstrates a strong cultural fit with our team and a clear grasp of Adelante's value propositions and opportunity for scale.

The reward? An uncommon opportunity to scale a highly-innovative brand and share in the upside: We offer a competitive salary plus a percentage of the gross sales driven by your efforts as a bonus. The stakes are high, and so is the potential reward.

The impact you'll make...

- Assume management and responsibility for scaling priority digital sales channels, namely Facebook and Google, as well as experiment with adding new channels to the mix
 - Be able to manage in-house, relying on yourself and Adelante's internal resources, as well as with agency partners
 - Collaborate closely with brand to develop email audience strategies
- Manage our digital marketing budget with a high sense of integrity, responsibility and commitment
- Stay on the cutting edge of new and evolving digital channels, ensuring that we can take advantage of new channels as they emerge
- Recruit the absolute best to build and manage your own team of cross-channel performance marketers as we grow
- Further evolve and support a growing marketing technology stack combining internal and external solutions
- Collaborate extensively with finance, creative, product and retail to scale growth

You stand out because you...

- Have a belief in our mission, alignment with our values, and are enthusiastic about contributing to our vision
- Are excited by our value proposition, clearly see our potential for scale, and intuitively grasp which channels would best market and sell the different elements of our value proposition
- Have strong marketing analytics capabilities that allow you to dive into the data and into our software to get insights to inform our approach
- Have at least 5 years experience leading a performance marketing function for a high-growth consumer brand with deep experience working with Facebook and Google
- Have 5-7 years experience personally launching new performance marketing channels for a consumer brand (YouTube, display, affiliate)
- Have 2 - 5 years experience managing marketing agencies and/or contractors
- Have demonstrated people and leadership capabilities including mentorship, hiring, and management. You are able to work with peers, directors, and subordinates to foster alignment, effectiveness, and inclusion
- Are willing to roll up your sleeves and get to work with a small but passionate team, building on successes and working through challenges

Position reports to the Chief Revenue Officer

Health and Dental Insurance coverage provided

Interested candidates should send a cover letter and resume to jobs@adelanteshoes.com