



HEAD OF MARKETING

Company: [Depict, Inc.](#)

Location: San Francisco, CA

Department: MARKETING

Type: Full Time

Min. Experience: 6-8 Years

About Depict

Depict gives customers access to an endless collection of curated art, displayed on a revolutionary 4K digital frame that will change your perception of what art can be. Every year consumers spend \$200B filling empty walls. They are largely unsatisfied with what ends up on those walls - the process is stressful, expensive, and opaque. We aim to solve the empty wall problem by filling spaces with art that is meaningful while providing income to the artists and institutions with whom we work.

Learn more about us [here](#).

What you'll do:

Working directly with the CEO, the Head of Marketing will work to grow awareness of the Depict brand and manage and optimize all customer acquisition channels.

Responsibilities include:

- Build customer acquisition strategy, including tactics and budgets
- Maintain analytics tracking, attribution analysis, cohort analysis and budgets
- Manage owned channels (website, blog, SEO, emails, sweepstakes, co-branding and partnerships, social media)
- Manage earned channels (press, influencers, celebrity, events, community)
- Manage all paid spend (Adwords, affiliates, direct response, prospecting and funnel activity, retargeting)
- Manage, hire and retain core marketing team (Marketing Analyst, PR team, Paid marketing team, Copywriters, Graphic Designers, etc.)

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- Manage and uphold the Depict brand, in terms of all ownable content (visual, written, etc.)
- Facilitate updates and strategies between team members and departments
- Monitor progress via dashboards and communicate/course correct with CEO
- Build and maintain marketing analytics dashboard
- Help optimize processes for efficiency and efficacy

Who you are:

- Passionate about art and our brand in particular
- You have a "no task is too small" attitude
- Very data driven and analytical - you want to know everything you can about your customers
- Someone who loves working with creative talent and can spot and evaluate strong creative talent and output
- Strategic and extremely detail oriented - you know when and how to take the 30,000 foot view and can dig into the specifics
- Have managed strong creative teams for aesthetically driven companies or products and want to do more of that
- Smart and organized - possibly a little OCD?
- Excellent communication skills.
- Energetic, patient, and adaptable
- Proficient in Adwords, SEO, affiliates, direct response, prospecting, email marketing, social media, analytics, attribution analysis
- Proficient in Microsoft Office (Excel, PowerPoint) and email
- Driven by an entrepreneurial spirit

If you are interested in joining our team, please send an email with a note about why you are excited about Depict and the role along with your resume/Linked-In to kim@depict.com .