



## Head of Digital Growth

Marketing - FT

### The Challenge:

Saalt is hiring Head of Digital Growth who is an insatiably curious analyst and experimenter with a deep understanding of D2C customer journey to own our Ecommerce growth strategy and execution to support fast company growth and growing global demand for the highest standard in reusable period care. As a marketing leader you'll be required to collaborate and coordinate with sales, marketing, product development and outside partners to execute the Ecommerce growth strategy. We're looking for a highly experienced, motivated individual to derive insights from data to drive significant growth on our direct sales channels and make our performance marketing efforts more effective.

### RESPONSIBILITIES:

- Lead development of annual Ecommerce growth plans and budgets for all websites and Amazon.
- Develop and lead execution of the overall Ecommerce growth strategy to meet revenue and business goals according to current Ecommerce trends, opportunities and challenges.
- Build customer insights through marketing channel data and site analytics to continuously find new ways to speak to a growing audience
- Measure and evolve customer attribution to provide a holistic view of channels and on-site customer journey.
- Inform performance marketing strategy based on traffic, CPA, ACOS, and revenue goals to drive continued growth.
- Oversee the day-to-day Ecommerce operations including improving customer experience and site performance through content management, promotions, merchandising, reviews, widget development, a/b testing, and maintenance.
- Maximize website usability and customer experience across devices | Desktop, Mobile, Tablet.
- Partner with cross-functional teams to drive thoughtful, on-brand creative and messaging.
- Manage outside Ecommerce partners, freelance resources, and direct reports.
- Act as Producer for digital development projects (e.g. microsites, widgets, Ecommerce, etc).

### QUALIFICATIONS:

- Bachelor's or Master's degree in Marketing preferred.
- Proven track record of success in an Ecommerce strategist role.
- Innovative mindset with the ability to spot trends and original growth opportunities.
- Ability to create and understand data related to business, then communicate the desired plan based on that data.
- Collaborative problem solving.
- Proficiency working within Amazon.

### EXPERIENCE:

- 10+ years of experience in Ecommerce as a manager or above
- Digital marketing experience in DTC space: 7+ years (Preferred)
- Amazon Seller Central experience: 3+ years (Preferred)
- Managing teams, and outside partners
- CPG, wellness, or apparel experience

**Preferred Experience with:**

Shopify  
Klaviyo  
Yotpo  
Optimization programs (A/B testing)  
Product Analytics Tools  
Attribution Tools

**PERKS:**

Health Insurance  
Dental/Vision/Hearing/Life  
Annual Performance Bonus and Profit Sharing  
401k  
Wellness Budget  
Flexible PTO  
Flexible Work Schedule - Hours flex between 7-7 pm, M-F  
In-office Preschool  
Team Events  
Casual Dress Code

**Who We Are:**

Saalt empowers people to care for their periods in a healthy and sustainable way. We do this by creating high-performance products and stigma-breaking branding that engage customers and communities, pioneering the way to bring sustainable, clean period care to the mainstream consumer. Saalt invests in women and communities across the globe through period care donations, and by funding scholarships and life skills training to change generations.

As a certified B Corp, we strive to be the change we seek in the world, conduct business knowing that people and planet matter and aspire to use business as a force for good to benefit all. We create modern reusable period care without the toxins, the chemicals, and the wrappers you throw away every month. We commit to do more with less, make deliberate choices about our bodies, and believe everyone should know what their cervix is.

Our growing team is based in beautiful Boise, Idaho. [www.saalt.com](http://www.saalt.com)