Ecommerce Growth Manager

Marketing - FT

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)

The Challenge:
Saalt is hiring a eCommerce Growth Manager to support fast company growth and growing global demand for the highest standard in reusable period care. Work with our world-class marketing team and talented partners helping to build a brand that is both strikingly beautiful and deeply meaningful. You will lead internal and customer-facing digital programs including: company websites, Amazon seller central, SEO, and email marketing. You will analyze data for business insights that drive growth through site experience personalization and experimentation.

RESPONSIBILITIES:

- Assist the Director of Marketing in developing annual e-commerce growth plans and budgets for all websites and Amazon.
- Develop and lead execution of the overall e-commerce strategy to meet sales targets and business goals according to current e-commerce trends, opportunities and challenges.
- Oversee Website and Amazon Analytics; responsible for daily, weekly, monthly reporting and analysis.
- Manage outside eCommerce partners, freelance resources, and direct reports.
- Act as Producer for digital development projects (e.g. microsites, widgets, e-commerce, etc).
- Oversee the day-to-day e-commerce 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.
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:
- 7+ years of experience in E-Commerce 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
Shogun Landing Page builder (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