



**Position Title:** Digital Marketing Manager  
**Department:** Marketing  
**Reports to:** Director of Product Marketing

**YOUR MISSION:** The ideal candidate would be a strategic thinker and planner with a deep knowledge of the strategies and tactics needed to successfully advertise on Facebook, Google and Amazon, primarily. Experience at a full-service digital marketing agency or in-house with a sporting goods brand/manufacturer would be appealing. Basic writing and design skills are desired, as well as a passion for baseball and softball, and a general familiarity with the bat industry and different buying groups within it. Among the core values expected would be resourcefulness, continuous learning, passion, and the ability to work/communicate within a team and across time zones.

**YOUR DAILY RESPONSIBILITIES:**

- Strategic planning for Axe Bat digital advertising and operations
- Managing, creating and optimizing Facebook campaigns
- Building/running Google Ads Search, Shopping, Display and YouTube campaigns
- Optimizing Amazon Seller/Vendor Central account
- Managing overall digital campaigns to budget
- Working with web developer, designer, and product marketing to sync all aspects of Axe Bat's digital marketing efforts, including email marketing
- Providing regular reporting and analysis on campaign performance, industry trends, and seasonal buying patterns

**WE'D LOVE TO SEE YOU HAVE:**

- 3-5 years in ecommerce sales
- 1-3 years of running Facebook Ad Manager account
- Managed daily, monthly, and annual ad spend
- 1-3 years running Google Ads
- 1-3 years running Amazon Seller or Vendor Central
- Experience in, or a passion for, the sporting goods industry
- Proficiency with Excel/Numbers/Sheets
- Be able to switch between different tasks quickly and efficiently
- Background in brand marketing and an understanding of customer purchase behaviors
- Certification in Google Fundamentals
- Bachelor's degree in marketing, advertising, business, or related field (master's degree a plus)
- A love for baseball and softball

**WE LOVE OUR VALUES, DO YOU?**

**We live our passion.**

- We are players, coaches, fans. Our love of the game consumes us. It can be seen in all we do.

**We challenge convention.**

- We respect tradition but refuse to be constrained by it. We will always look for a better way.

**We compete fiercely.**

- We believe hitters deserve better than the round knobs they've been given. We will never back down from our belief in the Axe Handle being better for your swing.

**We dig resourcefulness.**

- We pride ourselves in being efficient and getting the most out of every resource. We will always find a way.



**We listen.**

- We strive to understand our customers and our community so that we may always serve them better; we accept and appreciate constructive criticism.

**We learn continuously.**

- We view bat-making as a lifelong pursuit – a craft many hone, but few master. We pursue knowledge relentlessly and embrace the hard work of self-improvement.

**INTERESTED?** Email your resume and cover letter to [careers@axebat.com](mailto:careers@axebat.com)