



DIGITAL +
STRATEGY

Director of Digital Marketing

Location: Fully Remote

Type: Full-time

About ECD

Our clients are primarily e-commerce businesses who have a core focus of B2C. ECD Digital Strategy is an ROI-driven e-commerce digital marketing and ad agency. We've created a proven system to optimize websites' performance and drive more profitable traffic.

We guarantee that all of the work we do more than pays for itself with increased trackable revenue for our clients. Our clients see us as an integral and irreplaceable partner to their ongoing growth. We are their company's competitive advantage over others in their industry.

We exist to drive positive and trackable ROI for our clients. Our #1 goal as an agency is to make our clients more profitable. Period. Everything we do, all the services we offer and all the decisions we make are in service to that one goal.

ECD Digital + Strategy Core Values

These are our company core values. They are always at the forefront of everything that we do. It's critical that these are all values that you hold near and dear.

1. We deliver WOW
2. We constantly improve
3. We communicate
4. We execute
5. We have fun
6. We show gratitude
7. We care

About You

We're looking for a kick-butt director of digital marketing. In the beginning, the role will focus heavily on email and SMS marketing. From there it will grow depending on your skillset, interests, and our client's needs.

We're looking for someone who understands what makes customers love brands and who is at the forefront of the best-performing email and SMS e-commerce marketing strategies. You're the first to adopt new online tools, try new tactics, and have the ability to flex with grace and ease among a variety of different-sized brands with different needs in varying industries.

You are THE go-to among your friends for anything internet-related. You're an exceptionally strong communicator and thrive on challenging yourself to improve processes and systems. You love what you do, you're great at it, and you have a heck of a lot of fun doing it. If this sounds like you, you should apply!

Responsibilities

- Manage email marketing and SMS strategy, including flow set up, segmentation, and campaign blasts to increase customer retention and lifetime value (25%)
- Content development and scheduling for email and SMS deployment (25%)
- Sales and promotions planning to increase revenue and entice new customers (10%)
- E-commerce pop-up strategy to increase list growth, generate quality revenue-generating leads, and increase conversion rates (10%)
- E-commerce optimization through Shopify, including updating/adding products, website audits, SEO, and more (10%)
- Actively manage multiple projects and lead delegation efforts on various fronts for multiple employees (10%)
- Other duties as assigned (10%)

Qualifications & Skills

- 3+ years e-commerce experience
- Klaviyo and Shopify expert (You need to think you're an expert on these platforms)
- Postscript, SMSbump, or similar SMS marketing software experience
- You have a holistic understanding of the entire e-commerce ecosystem: you know the different levers to pull to increase revenue
- You're an excellent verbal and written communicator
- Adaptability/ability to roll with the punches and make quick decisions
- Proven problem-solving abilities and troubleshooting skills - you're a problem solver, not a problem reporter
- You love learning and finding new and better ways to do the things you do
- You love organization and you want everyone around you organized
- Attention to detail - so things don't get missed and quality consistently remains high
- You'll enjoy engaging with a variety of different clients with different needs... and they'll love working with you
- Your glass is always $\frac{3}{4}$ full

Preferred Qualifications

- Copywriting experience
- SEO audits, strategy, and implementation
- SEMrush or MOZ experience
- Marketing agency experience