



Job Title: Digital Marketing Manager
Report to: CEO
Location: Burlingame, CA
FSLA: Exempt

We are searching for a highly creative digital marketing manager to lead our marketing team. In this position, you will be responsible for all aspects of our marketing operations. Your central goal is to help grow our brand by increasing brand loyalty and awareness.

Your duties will include planning, implementing, and monitoring our digital marketing and print advertising campaigns across all digital and print networks. You should have a working knowledge of digital and print, as many of our core audience publications have digital and print components. Our ideal candidate is someone with experience in marketing, messaging, and social media management. In addition to being an outstanding communicator, you will also demonstrate excellent interpersonal and analytical skills. Since we are a design-driven company, a love and knowledge for style, interiors, architecture, and design are imperative.

Responsibilities:

- Identify the latest trends affecting our industry.
- Research marketing and advertising avenues within our core market verticals (Retail, Hospitality, Workplace, Commercial, Healthcare).
- Develop messaging important to our verticals.
- Working knowledge of creation and organization of digital content, such as photography and copywriting.
- Evaluate important metrics that affect our website traffic and target audience.
- Work with the Creative Team, President, and CEO to brainstorm new and innovative growth strategies.
- Oversee all aspects of our digital marketing department including our marketing database, email, and display advertising campaigns.
- Plan and integrate print campaigns that partner with the digital campaigns.
- Develop and monitor campaign budgets.
- Plan and manage our social media platforms.
- Prepare accurate reports on our marketing campaign's overall performance.
- Coordinate with advertising and media experts to improve marketing results.
- Oversee and manage all virtual marketing endeavors, such as virtual trade shows and market events.

Requirements:

- Bachelor's degree in marketing or relevant field.
- A minimum of 5 years experience in a digital marketing or advertising position.
- Develop A+B testing for campaigns through our email marketing pushes, and evaluate results.
- In-depth knowledge of various social media platforms, best practices, and website analytics.
- Some understanding of HTML, CSS, and JavaScript.
- Highly creative with excellent analytical abilities.

- Outstanding communication and interpersonal skills.
- Up-to-date on the latest trends and technologies in digital marketing.
- Working knowledge of copywriting and creative marketing copy.