



Director of Marketing

Bambeco

Bambeco is a fashion-forward retailer of environmentally responsible home decor, furniture and accessories products. At bambeco, we believe that everyone can make a difference, and that incremental change leads to real impact.

We are a people first company and strive to offer a professionally challenging and rewarding work environment. We are looking for creative, high-energy and talented professionals that have a passion for improving our planet.

Job Description

Bambeco is looking for a **Director of Marketing** to aggressively grow the online business channel traffic and sales and traffic while also providing increased digital brand awareness.

Position Overview:

Responsibilities include:

- Driving traffic to www.bambeco.com through, search engines, keywords, banner placements, social media and other appropriate placements.
- Working closely with internal and external resources in the development and execution of marketing strategies.
- Profitably grow the customer database through strong acquisition programs.
- Establish a strong external web presence, to instill consumer confidence and build awareness of the bambeco brand and products, ultimately driving online traffic and sales.
- Building business through digital word of mouth marketing and online partnerships with blogs and other trend resources.
- Create a compelling marketing/promotional strategy and executional calendar to leverage key merchandising themes, seasonal trends, product features and sales promotions.
- Oversee online marketing – budget, ROI, internal and external team for all various programs– search, SEO, Affiliate, Social Media (e.g. Facebook, Twitter, etc.) and Email.
- Create a segmentation strategy for email that maximizes life cycle of customers – increase 2nd order rate, grow email database.
- Drive overall promotional messaging and creative through online marketing vehicles and email.
- Manage creative resources, with a focus on brand defining and enhancing creative that is effective for web in driving engagement and conversion.
- Become a subject matter expert on our products (materials made from, manufacturing process, why green, etc.)

Job Requirements

- College degree (MBA a plus).
- 5+ years experience in web environment, primarily with online demand generation; 3+ years experience in retail marketing capacity, preferably with a multi-channel retailer (with management experience).
- Deep knowledge of e-commerce and Online operations and thorough familiarity with the online space.

- Experience designing online demand generation strategies and tactics.
- Demonstrated competencies in advertising and marketing communications (agency and/or client side).
- Strong sales planning and web analytics background.
- Proven experience in creating effective teamwork and an environment conducive to developing cross-functional collaboration.

Why work for bambeco?

- Comprehensive compensation and benefits program
- Amazing company culture and team environment
- Be part of something cool!
- Have fun at work
- Participation in the Employee Equity Option Program
- 5 hours per month of paid volunteer time

Job Location: Bambeco corporate headquarters in Baltimore, MD.

Contact: Please send resume to careers@bambeco.com.