

Ecommerce Marketing Associate

Location: Charlotte, NC (South End)

Start Date: July 2018

Hours/Week: Full time

Compensation: Commensurate with experience

Benefits: 401(k) with matching, healthcare reimbursement, paid vacation and holidays

If you get excited about analytics, campaign creation, conversion rates, and landing pages, this job is for you. We are looking for someone with a creative, results-oriented mind for paid digital marketing. We'll give you all the ingredients you need for success – a portfolio of products with broad appeal, good conversion rates, cutting edge software tools, and unlimited ad budgets (assuming you hit your CPA targets). Our ecommerce team has responsibility for our entire organic and paid traffic stack – Adwords, Facebook Ads, SEO, landing page copy, conversion rates, and even pricing. As an immediate, impactful member of our growing team, we'll throw you into the deep end and expect you to learn as you go.

Responsibilities:

- Design and optimize paid marketing campaigns (Facebook, Adwords, etc)
- Write and optimize on-site content for ranking, conversion, viral marketing, and/or link building
- Brainstorm digital marketing campaigns with a heavy focus on a variety of marketing deliverables (social shares, revenue, links, etc)
- Monitor analytics for daily, weekly, monthly, and annual trends - identify trends and optimize based on those insights
- Optimize customer flows (tell the story of our brands to optimize for conversions)
- Stay up to date on all industry trends and technologies

The Best Candidates Will Have:

- Experience building and managing AdWords and Facebook campaigns from top to bottom
- Experience working with and reporting to multiple clients (agency experience is a plus)
- A passion for analytics (if you find yourself looking at Google Analytics Real-Time graph more than once a day, this is a plus)
- A focus on measurable results and return on ad spend – you take pride in designing profitable campaigns
- An aptitude for experimenting, failing fast, and iterating rapidly
- Curiosity about everything digital marketing. You enjoy your morning coffee with the latest article about paid marketing or ecommerce best practices.

About Elements Brands:

Recently named one of Charlotte's Best Places to Work, Elements Brands is located in the heart of South End across the street from Sycamore Brewery. We have an informal, results-focused work environment that is just as likely to collaborate on a new product release as we are to share happy hour on a Thursday.

Our brands include:

- eb5: anti-aging skin care products with a cult following
- Rockin' Green: Eco-Friendly detergent and cleaning supplies
- TriLASTIN: Stretch mark repair and prevention products
- Tropical Sands: Biodegradable sunscreen products for sensitive reef environments
- KP Elements: OTC treatment for the skin condition keratosis pilaris
- Nurture My Body: High end, organic personal care products (sunscreen, shampoo, body lotion, etc)
- Ski Balm: Sun and windburn protection for winter sports
- Skedattle: Natural bug repellent

To apply: Submit resume (with GPA) via email with a PDF attachment (not MS Word) to colby@ElementsBrands.com with the subject "ecommerce Marketing Associate". Any applications not submitted as PDF or without the correct subject line will not be considered.