



VAPOR APPAREL JOB DESCRIPTION

Position Title	Department	Reports to
Digital Marketing Lead	Marketing	
Employment Status	FLSA Status	Effective Date
<input type="checkbox"/> Temporary <input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time	<input checked="" type="checkbox"/> Non-Exempt <input type="checkbox"/> Exempt	March 2019

POSITION SUMMARY

Responsible for the development and execution of digital content and merchandising strategies for multiple house brands. This position will be a key contributor in driving online revenue working directly with eCommerce and Graphics departments and external agency partners.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The essential functions include, but are not limited to the following:

- Collaborate with eCommerce and Graphic departments to strategically align content across the entire consumer experience.
- Develop and implement site content, email and project calendars
- Coordinate product photography, copy, size guides, cross sells, upsells and social integrations
- Execute content set up including but not limited to homepage, landing pages, site banners and unique landing pages, ensure consistency with marketing collateral
- Manage site updates, new product and content approvals and publishing along with day-to-day site and business needs
- Optimize onsite search, sorting functionality and strategy
- Lead cross functional meetings for product performance by Sku, UX, optimization and process
- Ensure campaigns including product release, promotions, brand messaging and social media are developed and implemented on schedule
- Meet brand level standards with appropriate analytics, tagging, measuring effectiveness with reporting on performance goals
- Focus on site features, improvements as well as leverage testing, segmentation opportunities for maximum conversion and engagement, including making recommendations for SEO, Advertising/ Google Ad Word spends to drive traffic to sites
- Troubleshoot with cross functional team and resolve issues as they arise

MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)

- Bachelor's Degree in eCommerce, business, marketing, computer science or related field
- 3-5 years of experience working within eCommerce in the retail industry, apparel industry a plus
- Mobile focused advertising campaign management experience
- Exceptional ad copy writing experience, organization and communication skills
- Experience with consumer and market trends
- Ability to meet deadlines and prioritize according to changing business needs
- Strong work ethic with focus on teamwork and problem solving in a fast paced environment
- Advanced knowledge of Excel, Adobe Creative Suite experience, and or Amazon Sponsored products a plus

The company is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable