



Digital Marketing Manager

Job Summary

King Estate is looking for a creative and strategic Digital Marketing Manager to identify and leverage key consumer insights to grow existing and new brands, develop, implement, track and optimize digital marketing campaigns across all digital channels. This position would be based in-house at the offices in Eugene, Oregon.

Responsibilities

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Continue upgrading design, build and maintenance of our social media presence
- Develop and execute large projects to drive customer acquisition revenue and profitability
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Identify conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

Required Skills/ Qualifications

- Bachelor's degree in Marketing or related field required; MBA, Master's Degree and/or relevant certifications preferred
- 4+ years' experience in B2B or B2C Digital Marketing, consulting and/or digital advertising and market research
- Knowledge or experience in wine industry
- Proven experience with senior business leadership
- Proven experience with digital marketing
- Proven track record of translating key consumer learnings and insights into actionable business strategies to drive results
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and display advertising campaigns (paid media/search, programmatic display/analytics and digital management)
- Experience managing project teams either on side of company or within professional services firms
- Demonstrated knowledge of digital media analytics and web analytics tools
- Up to date on the latest trends and technologies in digital marketing
- Ability to measure and drive business outcomes through qualitative and quantitative techniques; Proven track record of translating key consumer learnings and insights into actionable business strategies to drive results
- Excellent analytical abilities and data driven thinking
- Ability to provide clear and relevant communication through verbal and written methods



Digital Marketing Manager

Benefits

- Salary DOE
- Benefits: Medical, dental, vision, life insurance, 401(k), paid time off
- Monthly Phone Stipend
- Product Discounts
- Gym

Location

Eugene, Oregon

Physical Requirements

- Must be at least 21 years of age.
- Must be able to sit and/or stand for long periods of time and work on a computer for extended periods.
- Lifting may be required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Please submit your resumé / CV to careers@kingestate.com