



## Kelly Products Job Description

### eCommerce Digital Marketing Manager

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Kelly Products is in an exciting time of growth, managing a portfolio of diverse, established brands and launching new eCommerce brands. This position will be directly responsible for helping to build and grow eCommerce initiatives across company. This is a wonderful opportunity for a creative thinker who wants to be part of building something with direct ownership of results.

The eCommerce Digital Marketing Manager is responsible all aspects of eCommerce from strategic planning to execution of all day-to-day activities and initiatives. The eCommerce Digital Marketing Manager must be organized and creative with strong technical skills. The eCommerce Digital Marketing Manager will work with the marketing team, other inter-company team members, and vendors to launch campaigns on time and on budget.

#### **Responsibilities**

- Manage all online activity in relation to traffic acquisition, sales, conversion and A/B testing and reporting
- Develop and implement eCommerce strategy in order to improve website performance
- Responsible for all associated product databases, including correct and updated product descriptions, imagery, etc.
- Research market in order to discover new trends and technologies in order to improve website performance
- Oversee or directly manage digital marketing channels across PPC, SEO, Display, affiliates and email marketing and social media
- Planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising
- Measure and report performance of all digital marketing campaigns
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Collaborate with agencies and other vendor partners, as well as the marketing team to improve digital performance

#### **Requirements**

- 5+ years' experience developing and overseeing digital marketing strategies
- Expert knowledge of digital marketing channels such as PPC, SEO, Social Media Display and affiliate marketing channels
- An in-depth understanding of search engines, search engine optimization and factors that influence ranking and algorithms
- Experience with web analytics tools
- Ability to work independently and within a team structure
- Supply chain and logistics within eCommerce retail
- Understanding and experience in UX, Adobe Creative Suite and Google Analytics
- 2+ years' experience with numerous email marketing and CMS tools
- Expert written and verbal communication skills
- Expert understanding of spreadsheet, databases and financial analysis
- Ability to compile and analyze data and KPIs and make sound decisions regarding the direction forward