

The Associate Manager – Digital is responsible for owning and leading the overall strategy, planning, execution and management of the online marketing channels in support of the Pure Fishing’s’ portfolio of brands. In this role, the Associate Manager – Digital will lead digital media activities to develop social media sites and programs, digital marketing programs, brand website content and programs, increase qualified traffic, conversion, revenue, efficiency and growth from the programs.

The Associate Manager – Digital will be responsible for integrating the marketing efforts for the enterprise into all digital channels. The right candidate will be highly organized and detail oriented. Demonstrated skills in achieving shared goals and commitments. Excellent communication and interpersonal skills; must build strong relationships with key internal and external business partners and be able to seek out the resources and support needed to achieve goals. Excellent analytical, presentation, conceptual, planning, follow-through, time management, and project management skills required.

Responsibilities:

Assist in executing the digital media strategy for each brand including, web site content development, on site search, email, social media content and “events”, affiliate marketing, display advertising, SEM, SEO, and marketing partnerships. Ensure cross-channel integration of marketing priorities. This will include working closely with agency partners to design and develop new brand web sites and social media content and programs.

Leverage all channels to increase the volume of qualified traffic driven to the sites and continually drive to improve program KPIs. Work with agency and business relationships related to various programs. Ensure that strategies and programs support dot com and Pure Fishing goals. Maintain brand integrity in all digital media communication vehicles. Ensure a pleasant and positive Guest Experience in all customer-facing messages/creative through to the landing pages. .

Approach budget management from a portfolio perspective with the goal of improving the performance, efficiency and profitability of all dollars spent. Ensure that all programs come in within budget.

Cross-functional Collaboration - Lead and partner with all internal stakeholders such as the product teams, analytics, brand managers, shopper marketing, sales, operations and creative to ensure that overall business unit and enterprise-wide initiatives are understood, supported and fully integrated in all digital media channels. Oversee execution, propose and implement ongoing process improvement.

New Marketing Programs and Initiatives - Develop strategy, business cases and testing to support new marketing programs and gain support of leadership. Prioritize initiatives to enhance and maximize existing programs.

Reporting and Analytics - Measure and analyze program results to guide future digital media strategy and investment decisions. Define reporting needs in order to effectively manage initiatives, as well as bring visibility into performance to the overall organization. Partner with

agency and business intelligence team to develop useful reporting on which better business decisions can be made. Support overall enterprise with relevant and timely information.

Developing Marketing Team Members- Aid in the development and professional growth of the marketing team with respect to this area of responsibility and increasing knowledge outside of immediate areas of responsibility.

Qualifications

BS in marketing or related area.

Minimum 1-2 years in a position in web marketing and social media marketing. Must have experience leading the development of consumer brand websites. ECommerce marketing experience a significant plus. Planning, forecasting, execution and budget management experience required.

- Experience in all online marketing channels including email, SEM, SEO, affiliate marketing, display advertising, alternate payment, and marketplace management.
- Working knowledge of: HTML, CSS, SQL, *JavaScript, *XML
- Photoshop, Excel (expert), Dreamweaver (or other FTP software), MySQL
- *Linux (a big plus)
- Traditional brand marketing experience a plus.
- Proven ability in successfully working with a diverse team and developing talent.
- Excellent skills managing timelines and cross-functional teams
- Working knowledge of reporting and analytics tools and ability to develop reporting needs to manage programs.
- Provide thought leadership to existing programs as well as new market opportunities.
- Must have strong leadership skills critical in driving revenue and supporting the dot com business. Possess a proactive and positive attitude.

- Candidate must have a solid grasp of cross-browser compliant HTML coding. Must understand the Box Model. Knowledge of Javascript & XML is a plus. Must be proficient with Photoshop. Candidate will understand how servers and browsers interact. Knowledge of SQL Queries and database driven content is a must. Linux experience is a plus.

- The candidate must possess the ability to take information from multiple sources, refine and combine that data with other digital assets. Must be a problem solver that comes up with creative solutions to complete tasks quickly and accurately.