



## Digital Marketing Associate

### Who's There Group

Are you creative, upbeat, smart, and productive? Do you know the difference between “your” and “you’re”? Are you out in the world doing fun, interesting things? Do you hate stifling workplaces and the social pressure to wear suits?

Then we want YOU.

We are the Who's There Group—Knock Knock, Emily McDowell Studio, and People, Places & Things—entrepreneurs who've gotten it DONE (and are still getting it done). We create witty, design-driven gifts and books, along with anything else that might strike our fancy. About fifty of us do everything from conceptualizing, writing, and designing our books and gifts to overseeing the all-important logistical dynamics of manufacturing, sales, marketing and distribution. And we're growing! We are looking for a Digital Marketing Associate to join our marketing and digital department.

Here are some of the qualities we're looking for:

- Appreciation and exuberance for gift products, stationery, and books
- High level of creativity
- Energetic, positive attitude
- Great sense of humor
- Proactive nature
- Ability to take constructive feedback and pivot accordingly

If this sounds like you, then please read all the official stuff below and get in touch. We want to hear specifically why YOU want to work with US, and why WE want to work with YOU. Tell us your story in your awesome cover letter. We don't look at resumés that come in without one, and an awesome cover letter will demonstrate that you looked at our websites and social media feeds.

### What You'd Be Doing:

- Support all WTG online sales via direct-to-consumer and business-to-business websites and via Amazon—planning and coordinating all brands' digital marketing efforts
- Support WTG brands hitting (exceeding!) sales and marketing goals
- Create and oversee all WTG brands' email marketing—from campaign scheduling to creative development, HTML-skinning and execution. Perform analysis to improve future campaign results
- Maintain affiliate network: updating content, recruiting new publishers as well as communicating regularly with current publishers.



- Work with the marketing department on the WTG social media calendar—synchronizing organic and paid social media content creation across WTG brands.
- Oversee brand identity across social media platforms—ensuring the brands' identity/assets are in sync with current marketing efforts.
- Collaborate with external agency partners and digital department on search engine marketing (SEM) programs—coordinating assets/updates and recommending and adjusting new strategies for maximum results.
- Coordinate with Digital Marketing Specialist on social media advertising campaigns—managing asset creation and metrics reporting.
- Stay on top of digital marketing trends and best practices, and platforms.
- The Digital Marketing Associate reports to her/his supervisor (VP of Marketing) and will interact with all members of the marketing and digital teams, as well as having some contact with the creative, editorial, sales and production departments.

### **Characteristics You'll Embody While Doing It:**

- Bachelor's degree.
- 3-plus years of experience in a digital marketing, media planning, digital producer/project manager, or e-commerce role.
- 2-plus years of experience managing email marketing for a direct-to-consumer brand—preferably in the gift industry.
- Expert fluency in social media and SEM advertising platforms (Facebook, Instagram, Pinterest, Google). Bonus: experience with Amazon Marketing Solutions (AMS).
- Experience with Shopify preferred.
- Basic HTML, CSS, and web development know-how required.
- Experience with web design / UI best practices; plus, Photoshop, XD, InDesign, or other design software experience.
- Strong analytic skills as well as the ability to develop reports and perform metrics-driven decision making. VERY KEEN attention to detail (we cannot overstate this!).
- Experience/understanding of SEO strategy including search-engine optimization and keyword research.
- Independent, self-starter with a competitive drive.



If you're interested, please peruse our social channels and our websites at [knockknockstuff.com](http://knockknockstuff.com), [emilymcdowell.com](http://emilymcdowell.com), and [peopleplacesandthings.com](http://peopleplacesandthings.com). Send your cover letter (mandatory! why do YOU want to work with US specifically?) and resumé to: [jobs@whosthere.com](mailto:jobs@whosthere.com) with subject line: **DIGITAL MARKETING ASSOCIATE**. We offer competitive compensation and benefits. EOE. No phone calls, please.