



[AKA the Who's There Group]

### **Digital Marketing Associate**

#### **Who's There Group**

Are you upbeat, smart, proactive and productive? A self-starter with entrepreneur-like initiative? Do you follow e-commerce and marketing trends and get excited about developments in digital marketing? 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 and Emily McDowell & Friends—entrepreneurs who've gotten it DONE (and are still getting it done). We create witty, design-driven gifts and stationery. About thirty of us do everything from concepting, writing, and designing our books and gifts to overseeing the all-important logistical dynamics of manufacturing, sales, marketing and distribution. We are looking for a Digital Marketing Associate to join our in-house Marketing team!

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

- Appreciation and exuberance for consumer brand marketing
- Energetic, positive attitude
- Project management prowess
- Great sense of humor
- Proactive, competitive drive
- Ability to take constructive feedback and pivot accordingly
- Understanding of digital marketing, email marketing and analytics platforms.

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, and let us know the salary range you're looking for. We don't look at resumés that come in without cover letters or salary range info, and an awesome cover letter will demonstrate that you looked at our websites and social media feeds.



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### **What You'd Be Doing as Our Digital Marketing Associate:**

Reporting to the Digital Marketing Manager, the Digital Marketing Associate plays a vital role in supporting the Who's There Group's (WTG) e-commerce and digital marketing divisions, as well as supports our e-commerce sales via Amazon.com.

- Support all WTG online sales via direct-to-consumer and business-to-business websites, and via Faire and Amazon—from online merchandising (categorizing, optimizing, etc.) to reporting on and analyzing website metrics and sales.
- Support WTG brands hitting (exceeding!) sales and marketing goals, measuring performance along the way and adjusting accordingly.
- Maintain WTG brands' catalogs across retail and wholesale websites and Amazon—executing product updates and regular review and maintenance in an ever-evolving environment.
- With support from the Digital Marketing team, build email campaigns using email service providers Klaviyo and Mailchimp.
- Complete site updates, building basic pages within site content management systems (CMS), currently two Shopify and two Wordpress.
- Coordinate and oversee front- and back-end website improvements to positively impact customer experience, sales, and/or functionality.
- Collect, measure and report monthly on website behavioral data—may include heat-mapping, user-interface testing, and analysis on Google Analytics data.
- Stay on top of e-commerce and digital marketing trends and best practices, and platforms.

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

- Bachelor's degree.
- 2-plus years of experience in a digital marketing, media planning, digital producer/project manager, website management or e-commerce role.
- 1-plus years of experience in selling/marketing on Amazon.com or other online marketplace.
- Expert fluency in Microsoft Excel and Google Analytics.



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- Experience with Shopify preferred—and bonus points if you're trained on Klaviyo, too!
- Basic HTML, CSS, and web development know-how required.
- 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) and [emilymcdowell.com](http://emilymcdowell.com). Send your cover letter (mandatory! why do YOU want to work with US specifically?), desired salary range, 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.