

[AKA the Who's There Group]

Digital Marketing Associate (Remote, FT)

Are you creative and flexible, while equally organized and detail-obsessed? A go-getter comfortable with, and passionate about, voicing your opinions? Do you follow marketing trends and get excited when you see the latest campaign from your favorite brand? Do you value work-life balance and a team that likes each other?

Then we want YOU.

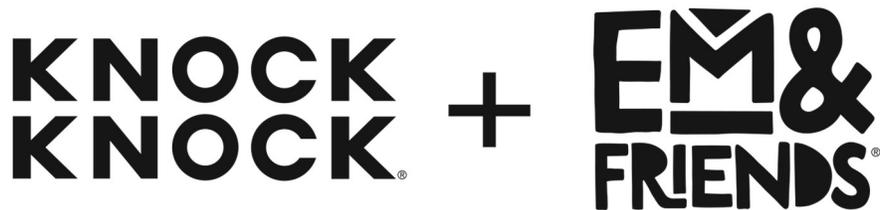
We are the Who's There Group, and our two brands, Knock Knock and Em & Friends, are known for witty, design-driven gifts and stationery. About thirty of us do everything from conceiving, writing, and designing our books, gifts, and greeting cards, to overseeing the all-important logistical dynamics of manufacturing, sales, marketing, and distribution.

Our products are sold globally across multiple channels, including wholesale to thousands of retailers via our own platform and external platforms; direct-to-consumer on knockknockstuff.com and emandfriends.com; and direct-to-consumer on Amazon. Ninety-five percent of our marketing is done online. We are looking for a Digital Marketing Associate to join our in-house Marketing team!

Some of the qualities we're looking for:

- Enthusiasm for brand marketing, growing a relationship between our brands and consumers
- Project management prowess, efficient at managing milestones and workflows across departments
- Expert-level organizational skills and the ability to keep tasks moving forward and on time
- Skilled communicator comfortable voicing your opinions and ideas
- Passion for our brands, company philosophy and mission

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 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.

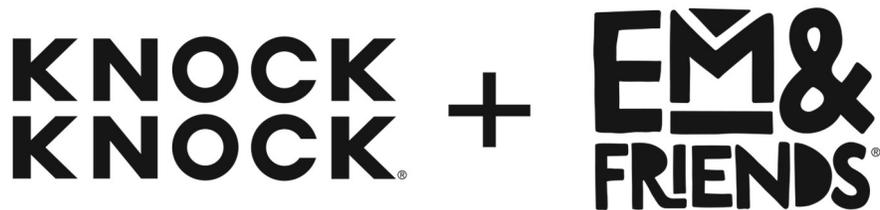


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What You'd Be Doing:

Reporting to the Digital Marketing Manager as a member of the Marketing department, the Digital Marketing Associate plays a vital role in the cycle of all the Who's There Group's (WTG) marketing efforts—from concept to execution—with a focus on data-driven customer acquisition. They work with multiple teams at WTG, serving as a liaison among the various functions that feed into and support the company's omni-channel marketing efforts, specifically the design, operations, marketing, sales, and customer service teams.

- Project manage content development of marketing campaigns using project management software (Asana), timelining and assigning tasks, and ensuring on-time delivery.
- Support DTC and B2B e-commerce channels in hitting (exceeding!) sales and marketing goals, measuring performance along the way, and adjusting accordingly.
- Build out and schedule delivery of email marketing using our email service provider Klaviyo, including weekly marketing campaigns and ongoing email auto-flows.
- Coordinate product and marketing updates on both brands' sites (direct-to-consumer, and wholesale (B2B)).
- Work with Digital Marketing Manager and E-Commerce Manager to design, execute, and analyze A/B tests of customer touchpoints such as email marketing, email flows, website pop-ups, etc.
- Oversee social media content calendar using Sprout Social, coordinating with design, editorial, and community manager.
- Collaborate and brainstorm on all marketing efforts.
- Field all inter-department requests for marketing materials.
- Work with the e-commerce and marketing team to maintain digital brand catalogs across multiple channels, including support and coordination of product photography and videography.
- Maintain our affiliate network through Commission Junction by reviewing submissions for affiliate relationships, sending out monthly emails, and seeking out new potential influencer relationships.
- Stay on top of marketing trends, best practices, and platforms.



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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.
- Experience with Shopify preferred.
- Trained and comfortable with e-mail marketing platforms (Klaviyo, specifically)
- Basic HTML, and CSS very helpful.
- Strong analytical skills as well as the ability to develop reports and perform metrics-driven decision making. VERY KEEN attention to detail (we cannot overstate this!).
- Strong project management skills with the ability to keep many tasks moving forward, juggling multiple timelines and requests.
- Creative intuition, with an ability to dive headfirst into the thick of a conversation and express ideas and suggestions in collaboration with the rest of the team.
- Strong ability to self-manage in a remote work environment.

If you're interested, please check out our websites at knockknockstuff.com and emandfriends.com, and our Instagram feeds @emandfriends and @knockknock. Send your cover letter (mandatory! why do YOU want to work with US specifically?), desired salary range, and resumé to: jobs@whosthere.com with subject line: **DIGITAL MARKETING ASSOCIATE**. No phone calls, please.

We offer competitive compensation and benefits. This is a remote position, but if you are located in Los Angeles, CA and wish to work in our office on some days of the week when it reopens, we'd welcome you in person. If you're located outside of Los Angeles, you must be willing to travel occasionally to our Los Angeles HQ for company meetings.

The Who's There Group is an equal-opportunity employer. We value our inclusive work environment and encourage folks of all backgrounds and perspectives to apply. We strive to create a transparent, supportive environment and we believe having a diverse team is a strength that drives our success.