



ONLINE MARKETING MANAGER

Reports to: SVP Marketing

FLSA: Exempt

Job Location: New York City, New York

JOIN THE TEAM OF AN AWARD WINNING INTERACTIVE RETAIL COMPANY!

Company Description

Make Meaning is a world class entertainment destination that brings guests of all ages together to have fun and be creative. Our unique brand of entertainment is delivered through an unexpected and unconventional high quality experience that inspires, surprises and delights. This job contributes to Make Meaning's success by ensuring that staff provides each Guest with excellent service and has an exceptional store experience. Our employees guide guests through the creative process of completing various types of crafts projects such as: cake decorating, glass, ceramics, paper, candle & soap making.

We are currently hiring for an Online Marketing Manager position that provides a unique ground floor opportunity to participate in the growth and success of a very exciting business as it develops into a national brand. You will be working in a fast paced retail environment where you will be delivering to our guests a unique brand of high quality entertainment that inspires, surprises and delights. Our culture promotes learning, growth and fun.

Job Summary and Mission

This job contributes to Make Meaning's success by driving traffic, revenue, and profitability, including website development, SEM, SEO, email marketing, social media development and management, online partnerships and other new marketing efforts. The job contributes to the company's success by aligning Make Meaning's Marketing function with other strategic drivers in the organization. Models and acts in accordance with Make Meaning's corporate values.

Summary of Key Responsibilities

Design, execute, and analyze company's online marketing efforts

1. Planning and execution of all online efforts:

- Responsible for developing and overseeing online strategy including short and long term goals with a focus on customer acquisition metrics and overall profitability.
- Design and implement integrated social media campaign
- Develop and implement strategies to improve website and increase website traffic, conversion rates, average transaction size, customer profitability and customer retention.

2. Lead online marketing analytics:

- Responsible for placement, tracking and analytics of all online advertising activities.
- Track, measure and report performance and ROI for all online advertising.
- Analyze web metrics and make recommendations to improve website performance including new ways to drive website traffic and revenue opportunities.

3. Drive profitable revenue:

- Increase revenues from pay-per-click programs by analyzing and reporting on current results, maintaining target ROI's and ensuring new products are properly marketed.
- Create innovative ways to drive SEO results, including the use of links, partnerships, social media, content, and videos.
- Lead email marketing efforts.
- Establish an innovative social media identity.
- Develop and manage online customer experience.

Required Qualifications:

- Must have at least 5 years of Web/E-commerce experience
- Prior experience working in a fast paced leisure entertainment, retail, service or restaurant environment
- Dynamic and results-oriented, with positive attitude and solid work ethic
- Strategic thinker who can also handle day to day details
- Expertise in SEM, SEO, Email, Social Media, and other online marketing techniques
- Data driven, analytical thinker with ability to turn data into knowledge and recommendations
- Strong E-commerce current industry experience with good understanding of what drives online conversion and sales success
- Demonstrated successful track record and expertise in creating a profitable customer acquisition funnel
- Prior experience building retail integrated digital media campaigns
- Proficiency in most popular social media networks such as: Facebook, Twitter, Instagram, Pinterest, blogging sites etc...

- Excellent verbal & written communication skills
- Proficiency in web analytics and analyzing data to demonstrate ROI
- Compensation commensurate with experience, base salary, and bonus (based on performance)
- Competitive benefits package

To Apply please visit our website at: <http://www.makemeaning.com/careers> or email cover letter with salary requirements to hr@makemeaning.com