

VOLUSPA

Digital Brand Manager

COMPANY PROFILE:

An introduction to Voluspa unveils stunning packaging design coupled with rare exotic fragrances, as the brand invites fans to seek everyday chic illumination. Founded in 1999, Voluspa is an industry leading luxury home fragrance brand. Voluspa designs, markets, manufactures, and distributes its products worldwide.

ROLE SUMMARY:

Voluspa is seeking a dynamic Digital Brand Manager to oversee a consistent, best-in-class experience across global digital channels. The role will be focused on managing alignment of content supporting brand owned and key retailer .com channels, and work closely with marketing and creative to develop effective content supporting these channels. The Digital Brand Manager will possess a healthy mix of creative, communication, and organizational skills with excellent quantitative and analytical skills. This position will report to the Director of Global eCommerce with the end goal of increasing brand awareness and image.

KEY ACCOUNTABILITIES:

- Manage content and evaluate performance in digital channels including Email, Voluspa.com, Paid Initiatives, Social, and Key Retailer digital asset needs.
- Build and manage projects in Basecamp, aligning key stakeholders. Prioritize and organize ongoing projects based on Brand/Marketing Calendar initiatives.
- Oversee all copy and image needs for both Voluspa.com and Retailer .coms
- Oversee and maintain brand presence and representation across all digital channels, including imagery, copy, ratings & reviews, search, etc.
- Proactively seek feedback from key account .com teams in order to optimize performance across product assortments.
- Maintain and improve Voluspa digital asset management tool (HUB) including organizing and maintaining content library, and effective sharing of assets across channels.
- Support Sales, Key Accounts, International (Distributors), PR, Boutiques, and Branded Channels with any digital content needs as necessary.

JOB REQUIREMENTS:

- BA in a related field
- 5+ years' work experience in related marketing, digital and eCommerce experience
- Track record of optimizing digital content for a multitude of branding and channel needs

- Solid experience in digital asset creation, maintenance and management
- Ability to work in a fast-paced environment, including going the extra mile in order to achieve deadlines and/or meet changing needs
- Unrivaled attentive eye for quality and detail
- Proactive and positive team member, problem solver and excellent communicator
- Strong work ethic, reliable and flexible to different area(s) needs
- Desire to constantly grow and keep on trend with innovative solutions as applicable in the digital marketing space.

SALARY:

- Depends on Experience

BENEFITS:

- Medical, Dental/Ortho, Vision Insurance
- Term Life Insurance
- 401k with matching incentives
- Paid Holidays and Accrued PTO
- Tuition Reimbursement