

# HARTNICK search

## Vice President/Director of Marketing

\$300 million division of leading children's media company seeks a Vice President/Director of Marketing.

The right candidate will be a classically trained marketer with a proven track record of creating, executing, managing and reporting in marketing campaigns for launching new products, driving customer acquisition and increasing customer retention, frequency and size of purchases; and a deep understanding of ways to improve the online consumer experience within an e-commerce environment.

He or she will be a roll-up-their sleeves person who can:

- Develop an updated marketing plan that includes e-mail, social media, affiliate marketing, event marketing, an e-commerce platform, partnerships, and traditional direct channels.
- Roll up their sleeves and work with the creative team to create e-mail and social media promotions, interactive ads, event marketing, videos, cross-media marketing executions with partners and without, and traditional direct marketing offers.
- Evaluate and optimize the placement of existing offers and marketing initiatives.
- Provide clear insights on copy and design direction.
- Develop, manage and execute upon a cross-divisional, cross-media strategy that will optimize the lifetime value of their direct and indirect customers.
- Work with IT, Marketing and e-commerce teams to enhance the division's use of their existing customer retention and loyalty marketing database(s).
- Analyze the division's past results – by audience segment, product offering, channel of communication, calendar point, and more; identify new revenue-building opportunities; and monitor competitive activity.

### Requirements

- Bachelor's Degree
- 5-10 years of marketing experience, quite possibly at a digital or advertising agency.
- Being:
  - A roll up their sleeves person who is also an adept strategist.
  - High energy, with a gift for remaining positive and calm under pressure, and the demonstrated ability to get things done in a highly matrixed, consensus-based organization.