



## Digital Marketing & E-commerce Specialist

Join one of Bend, Oregon's newest and fastest growing consumer product startups! Our line of collapsible water bottles blew up Kickstarter in 2015 & 2018 and now we're scaling quickly. We're hiring a Digital Marketing & E-commerce Specialist to join our team and support rapid DTC growth.



### In this role, you will have the opportunity to...

Join a fast-paced and highly-creative startup at the ground level to shape our digital marketing and e-commerce landscapes. You are an innovative digital specialist, with creative and strategic capabilities built for social media and e-commerce. You are capable of managing a team of ambassadors and influencers to produce engaging brand content but also able to roll up your sleeves and write copy, design and create content, and collaborate on digital strategy and product launch campaigns with the marketing, sales, and product teams.

### You'll make an impact by

- Creating and maintaining the annual content plan by working with ambassadors and influencers to craft quality content and grow these programs
- Managing social channel activity by monitoring, reporting, testing and optimizing our content to hit marketing objectives
- Immediately assist in growing our email marketing program through content design, campaign building, strategy collaboration and reporting
- Analyzing customer journeys and brand touchpoints with an eye to improve and increase return on digital and social interactions
- Working closely with the Marketing Director to flex your creative and digital skills including writing copy, designing visual content and assets for the web, email, and social media; assisting with SEO/SEM & analytics; assisting with photography and video content creation in house and with vendors; supporting and activating digital campaigns

- Constantly learn and stay current on best practices through webinars, skill sharing forums, peer networking other continuing ed opportunities
- Helping with a variety of other marketing tasks that come with the nature of a startup position and team collaboration including, but not limited to PR strategies and sample distribution, wholesale marketing support and tradeshow projects, digital ad campaign support, product marketing and packaging projects, photography and video content creation

#### **To succeed in this role, you will...**

- Bring a background of digital, social, DTC, and e-commerce skills or a winning combination of several of these skills and the ability to quickly develop the rest
- Be comfortable writing copy and providing creative design for direct response marketing - You are either competent with Adobe Creative Suite or fluent at designing with other tools like keynote, canva, etc.
- Have the ability to manipulate and analyze data; digital marketing or DTC subject matter experience preferred
- Be familiar with project management methodology and software
- Have experience with basic website CMS and page editing skills a must; any HTML or front-end coding experience a bonus
- SEO / SEM experience is a bonus; strong interest to learn and assist in this area a must
- Experience with social ads, sales funnels, chat programs and other marketing automation skills a bonus; strong interest to learn and assist with development of these channels a must
- Be a team player with a desire to win, an optimistic attitude, an insatiable curiosity and the ability to learn new skills and carve your own lane with support from a growing team



#### **In return we offer**

- Starting salary of \$30 - \$35k depending on experience
- Flexible schedule & unlimited PTO Policy
- Health insurance plan
- Product allowance
- Career growth, continuing education and company advancement opportunities



**To apply**

Please send your Cover Letter and Resume to our recruiter:  
[kat.gardner@bbsihq.com](mailto:kat.gardner@bbsihq.com). We look forward to hearing from you!

