

Éminence Organic Skin Care E-Marketing Manager

Closing Date: *Callbacks and interviews have begun but applications submitted immediately will still be considered.*

Salary: competitive salary, bonuses and benefits

Location: Vancouver, BC

Application: Please send a cover letter and resume to sbaresh@eminenceorganics.com

Company Summary

Éminence Organic Skin Care is an award winning company that provides premium products and unparalleled service to leading salons, spas and beauty professionals. Our products embody half a century of herbal craftsmanship and experience, and several centuries of unsurpassed skin rejuvenation techniques unique to Hungary. All of our products are handmade, using only the freshest ingredients known to nature without harming animals or using any harsh chemicals. Our ingredients are hand picked and hand harvested to ensure premium quality. Every ounce of Éminence products receives personal attention to produce and package.

Role Summary

Éminence is looking for a dynamic and experienced E-Marketing Manager to develop, implement and manage e-marketing initiatives, corporate website and corporate customer communications via electronic and web for all Éminence skincare product-lines and promotions. The E-Marketing Manager works closely with the Marketing Team and the Sales Team to provide Extraordinary Service, grow annual gross sales and maximize the return on each marketing promotion.

Reporting and Peer Relationships

The E-Marketing Manager reports to the Director of Marketing & Public Relations (DMPR), manages the E-Communications Representative and works closely with the Marketing Manager, PR Representative and several outsourced service providers.

Roles and Responsibilities

Duties and responsibilities include, but are not limited to:

E-Marketing, Communications, Web, Social Media, Data Base Support

- Manage corporate web site, including; content, SEO, accuracy and traffic growth,
- Utilize Google Analytics data to gain and apply intelligence for optimizing web metrics
- Leverage Facebook, Twitter and other social media venues/applications
- Develop and maintain web assets

Develop and deploy mass communications to spas, consumers and partners utilizing best practices and analytics data

- Partner in the development of online solutions that meet the needs of customers/consumers

Advertising & Media

- Optimize On-line advertising and media
- Work with PR Representative to create annual Public Relations service program and help manage execution
- Develop Co-op and co-branding ads
- Plan and negotiate annual offline and online advertising contracts, including one-offs and special opportunities throughout the year
- Develop video library based on corporate direction
- Maximize the deployment of multimedia tools representing Éminence

Core Values & Leadership Best Practices

Exemplify and encourage the Éminence Core Values and Leadership Best Practices

- Extraordinary Service - exist to serve our customers with quality products and superior customer

service -- meet or exceed all service expectations

- Infectious Enthusiasm - choose a positive, can-do attitude to our work and our life
- Sincere Respect - treat every colleague and every customer with fairness, politeness, honesty and respect
- Supportive Team play - collaborate as one aligned team towards our collective company goals
- Proactive Reliability - take personal responsibility for delivering superior quality and quantity of work

Experience & Skills

Experience Required

- University degree in Marketing, E-Communications or related field
- Marketing -- 5 years minimum
- E-communications 2-3 years
- Web project management-- 2-3 years preferred
- Team Leadership & Management -- 2-3 years minimum
- Lead marketing/project management role -- 2-3 years preferred
- E-commerce experience an asset

Skills Required

- Impeccable written and oral communication skills
- Excellent editing skills
- Working knowledge of CMSs -- 2-3 years preferred
- Working knowledge of CRMs - 2-3 years preferred
- Knowledge of web best practices and usability
- Website Design Experience an asset
- Technical knowledge preferred
- Software skills in Adobe (Photoshop) and Mass Communication Software
- Advanced Computer skills (especially HTML, MS Word, Excel, Outlook, Powerpoint)
- Ability to work in a PC and MAC environment
- Excellent analytical thinking and problem solving skills, and bigger picture vision
- Exceptional Time Management, Organization & Multitasking capabilities
- Customer service skills
- Superior interpersonal skills