



Marketing & Ecommerce Manager

FLSA Status: Exempt
Job Title: Marketing & Ecommerce Manager
Status: Full-Time, 40 Hours/Week
Pay Schedule: Salary
Salary: \$48,000 - \$50,000 depending on experience, plus bonus potential
Benefits: Health, Dental, Vision, Life, FSA, and Retirement Plan
Department: Sales
Reports To: Director of Sales

Position Description

The Marketing and Ecommerce Manager helps create the strategic marketing plan and then delivers on the tactical implementation of the plan. He or she supports Women's Bean Project's (WBP) communications across all business units, including sales, development and program services and develops outreach materials and provides communications support as needed. This position has primary responsibility for optimizing WBP's presence across all ecommerce channels

Responsibilities

- Understands the data- analyzes it and makes recommendations for adjustments to strategy and tactics
- Helps develop and then execute the company's E-commerce Plan
- Coordinates marketing campaigns with sales, development and program activities
- Manages Google AdWords (including Ads grant) and other paid media campaigns
- Manages social media content and calendar
- Manage email marketing including content and schedule
- Work closely with designers, developers and other vendors on the design, management and implementation of the website, marketing collateral and packaging materials
- Hire and manage marketing interns or volunteers
- Website management, including updates and troubleshooting
- Oversee content creation and manages distribution of all marketing collateral, print and electronic
- Leads annual marketing strategic and tactical planning meetings
- Monitors and reports effectiveness of marketing communications by collecting data from surveys, website/social media analytics and other research
- Works closely with Sales and Development Directors to help determine annual budget for sales, contributed income revenue and expenses and manage accordingly
- Assumes overall responsibility for brand management and corporate identity
- Supports communication with customers and brings insights to the company for continuous improvement

WOMEN'S BEAN PROJECT

phone 303.292.1919
email info@womensbeanproject.com
web www.womensbeanproject.com

address 3201 Curtis St.
Denver, CO 80205



real work



real food



real promise™



- Performs other job duties as assigned

Qualifications:

- Bachelor or Master's Degree in Marketing or related field
- Minimum 2-5 years marketing experience related to duties
- Expertise in setting up and optimizing Google AdWords and paid media
- Skilled with social media platforms
- Ability to manage pressure, multitask and meet deadlines
- Valid driver's license
- Excellent interpersonal, problem-solving, and written/verbal communication skills
- Can be successful working both independently and collaboratively
- Strong skills in Microsoft Office 365(Excel, Word, PowerPoint, Outlook, etc.), databases
- Previous experience with online email, event and website content management platforms (e.g. Eventbrite, WordPress, Constant Contact)
- Proficient with WordPress and WooCommerce (eCommerce platform)
- Familiar with design software such as Adobe Creative Cloud
- Manages people and projects to successful completion

Supervises: Marketing Intern, Graphic Design and other external consultants

Environment: Marketing is in a mixed office and manufacturing environment with regular office noise and production noise. Concrete and hardwood flooring and stairs.

Physical Requirements: This position works with standard office equipment such as computers, phones, photocopiers, and filing cabinets. May constantly remain in a stationary position for more than 50% of the time. Sometimes this position may require work on the production and or shipping floor which may include frequent motion for long periods of time throughout the day.

Acknowledgement:

Other than the completion of marginal functions, the above duties and responsibilities are essential service position functions subject to reasonable accommodation. All position requirements listed indicate the minimum level of knowledge, skills, and/or ability deemed necessary to perform the duties proficiently. This position description is not to be construed as an exhaustive statement of duties, responsibilities, or requirements. Individuals may be required to perform any other position-related instructions as requested by their supervisor, subject to reasonable accommodation. This position announcement is not all inclusive.

Women's Bean Project does not discriminate on the basis of race, color, national origin, sex, age, political affiliation, sexual orientation, disability and/or religion. Women's Bean Project is dedicated to creating a workplace culture of diversity, inclusion and racial equity. We strongly encourage candidates with marginalized identities and diverse background to apply. Reasonable accommodations may be provided

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**WOMEN'S
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upon request. If you are a person with a disability and you would like to request an accommodation, please contact Human Resources.

About Women's Bean Project

Women's Bean Project is a social enterprise that offers a transitional job in manufacturing designed to provide immediate income, arrange support services to overcome barriers to employment and teach the job readiness skills needed to get and keep a job. Program participants come from backgrounds of chronic unemployment and poverty, and the program helps them develop the work and interpersonal skills needed to function independently in the workplace and community.

How to Apply

TO APPLY

The Marketing and Ecommerce Manager is a full-time, salaried position. Interested individuals should submit an electronic cover letter, resume, and a writing sample (less than 750 words), along with your favorite inspirational quote, and an example of how someone would describe you to others to:

HR@womensbeanproject.com

Learn more about Women's Bean Project at www.womensbeanproject.com.

NO PHONE CALLS PLEASE.

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