

## Position Description

<b>Position Title:</b>	Director, Digital Loyalty
<b>Reports To:</b>	Sandy Haynes/Michelle Riley
<b>Department:</b>	Digital Marketing
<b>FLSA:(Exempt/Non-Exempt)</b>	Exempt
<b>Band/Level:</b>	

### Position Summary

Responsible for driving email and website marketing activities as part of the overall digital marketing strategy. Promote all Healthy Directions brands/products and sales to achieve targeted performance metrics. Includes high level strategic planning with Brand, Channel Marketing, Creative, Analytics and Operations in order to meet objectives. Manage two - three full time employees.

### Duties and Responsibilities

- Direct the overall strategy, segmentation approach and promotional planning for the company's email and website marketing programs
- Work closely with Marketing leaders, and Strategy/Analytics team on financial planning, budgeting and forecasting for HD email and web performance
- Coordinate promotions/offers with Channel Marketers and eCommerce teams, ensuring optimal and consistent messaging across vehicles
- Work closely with the Email Operations team on segmentation, triggers, timing, automation, etc.
- Work closely with Product Marketing, Creative and eCommerce teams on campaign planning and scheduling as it relates to product launches, online merchandising, clearance efforts, flash sales and other targeted campaigns for email and web
- Analyze home page/product page/category page KPI's and website visitor behavior by traffic source to suggest merchandising enhancements and potential marketing tests for execution by eCommerce team
- Liaison with Product Marketers and eCommerce teams to coordinate new product launches and other key merchandising initiatives on the HD website
- Work closely with Online Merchandising manager to leverage optimal landing page/category page /product page destination for email
- Supervise projects through the creative development process; work with Product Marketing and Creative teams to optimize performance
- Conduct on-going competitive analysis of email and web marketing tactics on mobile and desktop devices to recommend improvements/testing strategy
- Work with Brand, Creative and New Product Development teams to confirm adherence to proper marketing claims
- Perform other duties as assigned

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### **EDUCATION OR EQUIVALENT REQUIRED**

Bachelor's Degree from an accredited four-year college or university in related profession/field. Business, Marketing or Communications preferred.

### **EXPERIENCE REQUIRED**

Minimum of 5 – 7 years of experience required.

Experience Details:

- Consumer retail and/or B2C ecommerce experience
- Digital marketing, particularly email marketing
- Direct Mail Marketing background

### **LICENSES, REGISTRATIONS AND CERTIFICATIONS REQUIRED**

None

### **KNOWLEDGE, SKILLS AND ABILITIES**

Passion for health & wellness

Excellent oral and written English communication skills

Strong leadership/mentorship skills

Strong project management and organizational skills

Strong strategic and analytical skills

Effective team player

Good time management skills and ability to multitask

Thrive in a fast-paced environment

Effective presentation skills

## Position Description

### Software

MS Office • Excel • Word • Outlook • PowerPoint • Windows • Acoustic or other ESP

The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. Management retains the right to add or to change duties, education/experience/skills requirement of the position at any time.

Healthy Directions is an Equal Opportunity Employer committed to workplace diversity.

EEO/M/F/D/V

Position Description Approvals	
<b>Dept. Senior Executive:</b>	
<b>Date Approved:</b>	
<b>HR Representative:</b>	
<b>Date Approved:</b>	