

## **Director of Marketing**

ISLE Surf and SUP is seeking a highly qualified Director of Marketing to lead the strategic development and execution of ISLE's marketing program. ISLE is an industry-leading standup paddleboard ("SUP") and surf brand based in San Diego, CA. ISLE sells exclusively through its direct to consumer channels and has been in business since 2004.

The Director of Marketing will develop and implement short and long-term strategies and tactics that drive brand awareness and build credibility in addition to generating scale-building programs which support sales goals. By working cross-functionally with product, finance, customer service, and sales the Director of Marketing will lead the development and execution of marketing plans that align with ISLE big-picture strategies, priorities, budget, and calendar.

The Director of Marketing will bring a strong strategic vision for ISLE that protects unique brand characteristics and creates a clear differentiation versus other brands. The Director of Marketing will also manage ISLE's 5-8 person in-house marketing team and 3<sup>rd</sup> party agencies, and will be responsible for all marketing functions including the following:

- Paid SEM
- SEO
- Social Media, paid and organic
- Email
- Content (including website, email, blogs, video, photo, other)
- Affiliate Marketing
- Ambassador Program

## **Job Description and Responsibilities**

- Oversee the spend and budgeting process, including monthly forecasting and reporting on spend and ACoS across each channel
- Integrated marketing campaigns, communications and creative, that are brand consistent and support ISLE across all markets
- Manage master calendar of marketing activities to ensure a seamless multi-channel experience
- Collaborate with internal and external peers and partners to ensure a holistic and effective strategic marketing approach
- Research, analyze, and implement new digital marketing channels
- Build affiliate marketing program

## **Job Requirements**

- Required technical skill set:
  - Reporting and data analytics
  - Advanced understanding of Google Analytics/Adwords, Facebook analytics
- Strong leadership capability including ability to manage, lead and inspire a team of marketing professionals
- Experience with rapidly growing eCommerce and omnichannel models
- Very strong in data analytics - able to define and interpret relevant KPIs to make educated changes within SEM campaigns to enhance performance
- Keen attention to detail in planning, organizing, and execution of tasks, while understanding the big picture and how all of the pieces fit together and affect each other
- Team builder with bottom-line results orientation
- Creativity and passion for outdoor products and an active lifestyle

## **Experience/Education**

- 5+ years marketing management experience
- Bachelor's Degree

Submit Resume and Cover Letter to [steve@islesurfansup.com](mailto:steve@islesurfansup.com)