

Job Description

We are looking for an experienced Director of Digital Marketing to join our team at M.S. Rau Antiques where we match clients from around the globe with museum-quality fine art, exquisite jewelry, and the world's rarest antiques.

The ideal candidate is a self-motivated problem solver who can effectively lead projects from start to finish. S/he is highly organized and a strategic thinker who can develop and implement new ideas and improved processes. Their skillset includes building trusted relationships and sharing their expertise throughout the organization. They will have a passion to be a brand ambassador and join their colleagues in capturing the unlimited potential in marketing what we believe in to those who value the luxury goods industry.

Responsibilities

- Oversees the creative and content strategy of the website with help from the Consultant including writing, editing, and proofing;
- Monitors and analyzes site performance daily using Google Analytics;
- Develops and implements testing strategies to maximize time on site and attract preferred customers;
- Assists the Consultant in the development of weekly email strategy. Consultant designs the email, pulls the list, monitors performance, and incorporates learnings;
- Serves as the expert in Pardot and other email software by fully understanding its capabilities and recommending methods for its usage in improving website performance;
- Assists the CMO with tasks associated with managing the online media agency and budget including Google Ad Words, remarketing, geo targeting, international prospecting, and a local mobile campaign;
- Stays abreast of online marketing trends and strive to continuously understand shopper motivations. Continues to implement learnings on future marketing campaigns;
- Fully understands site metrics and determines leading indicators for sales;
- Assists with the planning and implementation of the social media strategy;
- Manages the content team who sets the weekly communication strategy in sales and marketing;
- Manages You tube;
- Assists in managing the video strategy and process to ensure they adhere to brand standards and are completed efficiently.

Desired Skills and Experience

- 4-6 years digital marketing experience.
- Strong verbal and written communications skills are a must, as well as a deeply proactive approach to meeting and exceeding goals.
- Leading and/or directing the work of others.
- Strong analytical skills.
- Understanding online marketing trends.
- Expertise with SEO and SEM.
- Solid understanding of email platforms.
- Website coding skills.
- Bachelor's Degree in Business, Liberal Arts or related field.
- Proficient with Microsoft products including Excel and experience with desktop publishing software such as Adobe Acrobat.
- Knowledge of HTML, Gifs, Salesforce CRM, Pardot, and direct marketing is a plus.