



Rishi Tea & Botanicals
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Title: Director of Ecommerce & Digital Marketing

Department: Sales

Reports To: VP Business Development

Location: New York City or Chicago preferred, open to locations throughout the Continental USA **FLSA Status:** Exempt

Office Hours: M-F, 9a-6p CT

Travel: Once per quarter to Milwaukee headquarters; limited otherwise

SUMMARY

The Director of Ecommerce & Digital Marketing is the captain of Ecommerce activity in the Company. The role is responsible for achieving significant growth in the Company's direct-to-consumer Ecommerce sales through the strategic and successful implementation of digital marketing activities. The role is responsible for managing the Social Media Manager, and will expand to manage additional roles within the Company. The Director is also responsible for negotiating and managing relationships and contracts with independent contractors. The role requires a combination of left-brain and right-brain sensitivities. The creative aspects are called upon in regard to campaign ideation and collaboration on content marketing activities. Creativity is also required for devising smart solutions for business challenges, including how to rapidly acquire new customers and how to leverage the company's core wholesale business channels to drive Ecommerce traffic. The analytical aspects of the role include functions such as forecasting, reporting, and budget management. The Director of Ecommerce & Digital Marketing is a proven leader who demonstrates a keen understanding of the resources required to achieve the defined business objectives, and who performs with consistent success. He or She is a team player with the capacity to identify strengths and coach direct reports and peers. In sum, the Director of Ecommerce & Digital Marketing aims to elevate the Company's digital marketing programs in transformative ways that result in profound sales growth and expanded brand awareness.

