

Storm Creek in Eagan, MN is actively seeking a self-motivated **full-time Director of Marketing** to implement and drive growth and deliver results.

Is this you?

You are a passionate, dynamic marketer with a growth mindset. You're a natural promoter and storyteller, but back this up with a holistic marketing strategy that drives demonstrated growth. You're adept at managing the full marketing process from ideating, strategizing, and planning through execution, details, and analysis. You are skilled at targeting, engaging, and growing your customer base, and turning them into brand loyalists. Data is your friend - you promote a culture of testing, innovation, and data-driven decision-making. You keep up with trends and think outside the box. You are a proven leader and manager who utilizes the full talents of your team and collaborates with internal stakeholders to deliver results. You see the unlimited potential for our brand whose mission is **Better Product for the Greater Good!**

A DAY IN THE LIFE OF THE DIRECTOR OF MARKETING

The Director of Marketing is responsible for establishing and executing the Storm Creek brand vision across our B2B and B2C customer channels. This individual reports directly to the Chief Executive Officer, is a key member of the senior leadership team, and is a thought leader for the organization. If you are excited about building a brand that stands for quality, sustainability, and giving back, this is a great opportunity to join a fast-moving, innovative organization!

Responsibilities Include:

- LMA (Lead, Manage, and hold Accountable) the marketing team, including day-to-day performance management, always inspiring and elevating the team.
- Collaborate with CEO to build and refine overall strategy for the brand, including brand positioning, visual identity, and brand voice.
- Create and execute high-impact marketing strategy, goals, roadmap, processes, and execution - tailored to meet three specific sales channels.
- Oversee all marketing and communications efforts including lead generation, PR, content, marketing automation, email, social media, website, collateral, advertising, digital marketing, internal communications, research, etc.
- Managing the marketing calendar, contractors, and all projects related to the overall marketing strategy.
- Develop all campaigns including sound creative briefs and cohesive plans for the team to successfully execute.
- Create and/or oversee content across online and offline channels, ensuring brand voice stays consistent.
- Collaborate with team to develop creative assets.
- Develop, manage, and execute PR initiatives.
- Own the Marketing Scorecard (KPIs), to measure the performance of campaigns and team; leverage insights to inform future strategy.
- Set lead generation and audience growth goals and related activities to achieve them.
- Manage the department budget.
- Establish/execute marketing partnerships as well as influencer and affiliate programs.

- Manage and implement current marketing software tools including marketing automation, e-news, social, etc.
- Work cross-functionally with the apparel design team to stay current on product knowledge and offerings.
- Partner with sales team to understand sales targets/data and market changes, and align on marketing needs to support the sales initiatives.
- Work with the marketing team to develop creative solutions to business problems or objectives.

Qualifications

- 7+ years managing a brand at a high-growth company in B2B/B2C product/brand marketing, with a recent emphasis on digital marketing.
- Experience in this role in an entrepreneurial company (25-250 employees) is a MUST.
- 5+ years' management experience, with proven ability to lead, inspire, and influence a team (Experience running on Traction (EOS) is a strong plus).
- Extensive knowledge of marketing principles and strategies, plus the proven ability to plan and implement marketing campaigns.
- Proven ability to work and collaborate across departments to achieve marketing/sales/service synergy.
- Demonstrated history in driving marketing's contribution to revenue.
- Strong command of digital marketing including (but not limited to): eCommerce, email marketing, social media management, SEO, and organic and paid advertising.
- Strong analytical and problem-solving capabilities, with extensive experience leveraging marketing data.
- Innovative / out-of-the-box thinker, willing to experiment, celebrate, and learn from both wins and failures.
- Excellent verbal and written communication skills with a natural talent to engage audiences; including creative copywriting skills.
- Strong aesthetic and creative sense.
- Able to work independently and prioritize duties with a strong sense of urgency; self-directed to manage projects and meet deadlines.
- The desire for a fast-paced environment, where innovation and creativity is essential, and priorities shift frequently.

ABOUT STORM CREEK

We are a fast-growing, outdoor-inspired apparel company. Our mission is to create better products for the greater good. This means producing eco-friendly apparel that performs well, looks great, and **most importantly gives back. To date, we've given nearly a half-million dollars in donations and product to local and national charities.** Our core values are to always seek better, have passion for growth, and engage with purpose, as well as think and be curious. We have stayed true to these values in building a company that we are proud of. With thoughtful design, incredible quality, and a world-first ethos, we strive to exceed customer expectations with the best service and products available.

Our work environment is **fast-paced, collaborative, and fun!** We run our company on the proven Entrepreneurial Operating System (EOS). We offer an **innovative work environment** and opportunities for growth and advancement, **as well as the following benefits.**

- 401(k)
- 401(k) matching
- Dental insurance
- Flexible spending account
- Health Savings Account
- Health insurance
- Life insurance
- Paid time off
- Professional development assistance
- Referral program (we want more people like you to join our team!)
- Company learning and team-building events
- \$500 clothing allowance/signing bonus

ARE YOU READY TO JOIN OUR MARKETING TEAM?

If you feel that you would be perfect as our Director of Marketing and can help us build our brand of eco-friendly apparel, **apply now** using our initial **3-minute, mobile-friendly application**. We can't wait to hear from you!