

## **Marketing Manager – Automated, Programmatic, Ecommerce**

Lincolnwood, IL / Chicago, IL

BigFish Spirits is a rapidly growing and mission driven retail startup that connects customers with hard to find craft spirits, shipped directly to their door. By focusing on the small business distillers across the United States, we are helping customers find the best and most exciting spirits. We are taking a revolutionary, technology-first and legally compliant approach to an industry that is ready for change. We are making it easy for fans of spirits to go beyond the typical and drink better whiskys, rums, vodkas and more.

BigFish was started in 2016 by COO Michael Weiss. The company is self-funded and with minimal outside strategic investment.

### **The Role**

We're looking for a strategically-minded marketer who loves building automated campaigns, online advertising, and analyzing data. You'll be expected to solve big problems and small, collaborate with all levels of the organization, drive customers through the purchasing funnel and develop relevant, interesting, engaging content in a systematic and programmatic way. This is a modern type of marketing effort, where you'll be expected to know how to organize and segment customer groups, build campaigns, work across systems, and make systematic and continual improvements to your programs. This is a new role in a start-up environment, we need all of your energy and excitement.

Reporting to the Vice President of Marketing, this role is based in Lincolnwood, IL to start and we are actively working on a move to the downtown Chicago area in Fall 2019, to be determined.

Travel: No regular travel.

### **Responsibilities**

- You'll be measured and evaluated on your ability to build our audience and convert customers through programmatic and automated market channels.
- Manage systems that include but are not limited to: Google Ads, Facebook Ads, Twitter Ads, drip email campaigns, retargeting, embedded display logic ("You May Also Like" campaigns), and abandoned cart emails.
- Develop the strategic-, tactical- and task-level plans for capturing market share in Illinois and new states as we expand.

- Develop new markets through our “try everything and see what works” method. That means you can find new entry points and are on top of changes in the industry. You are inspired to take calculated risks to improve the business.
- Project management for your new programs.
- Develop analytics, dashboards, and reporting that ensures the business has visibility on the programs you manage.
- Manage lead-scoring effort and customer segmentation efforts. Collaborate with your team to ensure that in-person and other digital marketing efforts are captured and scored.
- Ensure that your efforts maintain branding and accuracy for customer-facing presentation.
- Be watchful of data privacy changes and changes in the regulatory framework. Ensure our organization remains compliant.
- Partner with your fellow marketers for event announcements, creative development, data processing, list management, tactical promotions and brand building.
- Expect to “wear many hats” during your time here. Growing the business is our job and that comes in a lot of different forms. You may be asked to stretch your responsibilities to cover direct mail, strategic sourcing, executive support and more.

## **Compensation & Benefits**

- \$60-80K, commensurate with experience
- Flexibility and energy of a high performing startup culture
- New workspace in downtown Chicago - starting Fall 2019
- Medical, dental and vision benefits.

## **Requirements**

- Bachelor’s degree in Marketing, STEM, Business or another awesome major.
- 4+ years experience, with a background in Marketing, Analysis, Consulting, or Agency
- You have experience managing a day-to-day vendor relationships.
- Experience developing programs that are systematic and continuous in nature.
- Formal training, professional certifications, or regular job responsibilities in Marketo, Hubspot, Pardot, Eloqua or another similar system.
- Formal training, professional certifications, or regular job responsibilities in Social Media advertising and/or SEM and/or CRM and/or Loyalty programs.
- You’re a problem-solver.
- You love what you do.
- You’re a good person. You are ethical, trustworthy, fun to be around, and respectful to your team.

## **Bonus Points**

- Experience working within a startup environment.
- You have managed people directly
- MBA from a top tier university
- Experience in the wine, beer, spirits industries or another highly regulated industry.

**To apply, please send a copy of your resume and a cover letter to [jobs@bfspirits.com](mailto:jobs@bfspirits.com).**

**(Do we have boilerplate language that is Illinois-compliant?)**

BigFish is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, pregnancy status, marital status, military or protected veteran status, genetics, or any other characteristic protected by law. This position is not restricted solely to the responsibilities or qualifications listed above and the scope and responsibilities are subject to change. Benefits list is only a highlight of some of the benefits offered to team members; eligibility for certain benefits apply.

At this time, BigFish is unable to sponsor a new applicant for employment authorization.