



RUBBERBANDITZ

Rubberbanditz eCommerce Knight

Are you a savvy online marketing guru? Can you crunch through challenges and figure out technical issues?

This position allows you to harness your data-driven geeky side while applying creative energy for the greater good.

Company Description:

Rubberbanditz, LLC is a quadruple bottom line (people, planet, profit, power) fitness innovation company. The mission is to eliminate any barriers to exercise with our patent-pending 1 lb mobile fitness system that was developed in the Peace Corps as a way to promote personal health on an international scale. Since our inception in 2009, we have accumulated over 23,000 customers in 18 countries and counting.

Position Overview:

This position is responsible for managing the end-to-end Rubberbanditz eCommerce experience. The primary objective is to implement measurable initiatives increasing customer engagement, conversion, average order value, retention and acquisition. This person touches all web related tasks: email, SEO, PPC, Social and referral focusing on improved acquisition, retention rates and AOV. This role is responsible for identifying new marketing segments to support the company's growth initiatives, executing campaigns and articulating outcomes to management. **This person will work closely with all marketing areas within the company.**

Position Responsibilities:

- Establish a framework to maximize site's selling features including: personalization, merchandising, and SEO
- Drive email marketing campaign to optimize our acquisition, retention and revenue potential through the use of customer lifecycle messaging
- Manage paid and organic search efforts; optimizing marketing spend while maximizing revenue and profitability
- Continuously analyze KPIs, industry trends, competition, customer feedback and cross-functional business needs to drive improvements in ROI
- Develop innovative online strategies that support revenue targets
- Partner with internal and external resources to improve site content, functionality, and user experience
- Promote company branding and design in all customer online touch points

Position Requirements:

- You must breath Google Analytics!
- Bachelor's degree preferred (business, IT or marketing-related degree is preferred)
- 3+ years of experience working within an eCommerce and/or Marketing organization
- Positive track record for driving profitable eCommerce volume growth through analytic-based insight
- Demonstrated experience in development of customer segment-specific marketing campaigns
- Advanced understanding of Search Engine Marketing best-practices and analysis
- Firm understanding of email segmentation marketing and analysis
- Exceptional reporting and communication skills with ability to articulate KPIs and business drivers
- Knowledgeable of web design, usability, and information architecture best practices
- Experience working with WordPress and other eCommerce vendors / external partners

Time Requirements: Part-time/half-time **Compensation:** Based on experience

Who Should Apply? Folks who are:

- a) Positive, innovative, self-motivated and passionate about making a positive global impact
- b) Comfortable developing and executing new ideas through to analysis, delivery and optimization
- c) Creative fun-to-work-with-team-players who have a sense of humor and an uncanny ability to learn on the fly

Please submit your resume and brief cover letter to Ari Zandman-Zeman at ari@rubberbanditz.com