# Digital Marketing Director

### [Phoenix, AZ](http://maps.google.com/?q=Phoenix%2C%20AZ%2C%20USA&z=9) [Future Brands](https://www.ziprecruiter.com/jobs/future-brands-f2170c7f)

### Compensation

$60,000 to $125,000 Annually

### Benefits Offered

Vision, Medical, Dental

### Employment Type

Full-Time

Future Brands ([FutureBrands.net](http://FutureBrands.net)) is seeking a full-time enthusiastic individual with across-the-board digital marketing expertise to join our creative, innovative team. We offer a fast paced work environment where every day is different, innovation is valued, and hard work pays off. The Director of Digital Marketing position requires a self-motivated, analytical minded, and tech-savvy individual ready to play a major role in our brand development and marketing strategy in currently developing 10 online brands and retail websites. Future Brands creates, develops and operates both brick and mortar and online retail brands and products that primarily focus on the home furnishing industry. We are currently expanding Future Brand’s scope and focus to the development, manufacturing and branding of new products both inside and outside of the home furnishing industry which gives each and every employee tons of opportunity to grow.

As Future Brands is a young, but fast moving company, the perfect candidate will enjoy working in a tight knit group, have the capacity to deal with shifting priorities, show keen attention to detail, and be an excellent communicator. If you are interested in becoming a part of a fast paced, growing company where the opportunity growth and promotion is limitless then read the additional job details, requirements, and descriptions below.

**Responsibilities:**

· Create strategy, implement, track, analyze and optimize Paid Search campaigns across Google AdWords, YouTube, Facebook, Bing, and LinkedIn platforms.

· Design a robust email marketing strategy, strategy for social media channeling, and content strategy with focus on inbound link generation to win competitive KW categories.

· Own entire strategies across on-page, off page, and content - from ideation, to test plans, implementation, and measurement - that increase ROI and drive incremental volume.

· Work closely with analysts to understand the competitive landscape and identify opportunities to grow and gain market share.

· Project manage external agencies and work cross-functionally across design, content and product marketing teams.

**Education and Experience:**

· You have 3+ years experience implementing SEM and PPC campaigns.

· You have 3+ years experience implementing email marketing/automation campaigns.

· You have advanced Excel, statistics and analytic skills (pivot tables, charts, vlookup, sumifs).

· You have experience with CRM systems.

· You have strong Google Analytics and/or other analytics software knowledge.

· You are detail-oriented where it counts with an analytical mind and natural curiosity.

· Previous e-commerce experience a plus – especially in the home furnishing industry.

· You have excellent verbal and written communication skills.

· You have the ability to thrive in a fast paced environment.

· You have a Bachelor's degree with a focus on marketing or other related field required; MBA highly preferred.

### About Future Brands:

Future Brands owns, creates, develops, and operates both brick and mortar and e-commerce retail stores, like Phoenix Furniture Outlet, as well as product brands that focus primarily on the home furnishing industry. Phoenix Furniture Outlet is a place for discovering and buying quality furniture pieces that are close-outs, discontinued, returns or overstock by brands that we know and love. We pride ourselves on hand picking fantastic deals as well as having strong relationships with our retail partners that consistently (every week) provide us with quality furniture at liquidation prices.