



LUCE FARM
WELLNESS™

DIRECTOR OF E-COMMERCE, MARKETING AND SALES

We're seeking the right person with both top-notch technical digital marketing skills and strategic vision to share the story of our full-spectrum CBD products. Please note that we're located in Bethel, Vermont. The Director could either work onsite full-time or telecommute up to 2 days/week.

If you're a confidential candidate interested in having an exploratory conversation before applying, please feel free to contact our recruiting partner, Beth Gilpin Consulting at beth@bethgilpin.com.

SUMMARY

The Director will develop and implement strategies to grow sales and margin of our hemp-derived botanical wellness products, featuring CBD. They will engage and grow our customer base, drive site traffic, grow order volume and frequency, and drive revenue in all sales channels. The top priority is e-commerce to consumers, followed by sales to retailers and distributors, with 80% of effort on e-commerce and 20% on other channels.

Reporting to the CEO and working closely with the founders and our talented team, this leadership role is both highly collaborative and self-directed, balancing strategic and hands-on work with both internal and external resources. The Director will help develop and foster a values-led culture of forward-thinking and planning to stay ahead of anticipated business growth. They will contribute to building a company culture founded on caring for the Earth, people, collaboration, and integrity.

The Director will also oversee, mentor, and support the professional development of direct reports, including a to-be-hired Sales Manager dedicated to the retail channel, the marketing and creative team, and several contracted resources.

RESPONSIBILITIES

Management and Oversight

1. Develop short- and long-range plans, and identify required technology and resources for sales growth and customer acquisition, with a laser-focus on building out e-commerce with the expectation of Amazon being approximately one-third of e-commerce sales
2. Establish, own and maintain P&L goals for sales and marketing
3. With management team, establish and hit sales targets
4. Collaborate with team members on key initiatives that are best-in-class, creative, effective and ensure stellar execution
5. Help develop the culture in keeping with the mission, lead by example, and hold people accountable while engendering their respect and listening well
6. Recruit and retain high performing team members as the company grows

7. Effectively manage direct reports providing strategic direction, support, development and feedback to drive results
8. Collaborate effectively with internal and external partners to leverage and strengthen relationships and resources
9. Present monthly reports regarding the ROI of all sales and marketing programs
10. Work with other senior managers to build a company culture marked by transparent, authentic and trusting relationships

Marketing

1. Establish and drive overall marketing strategies
2. Develop and manage web analytics by conducting regular analysis of content, product, and collection productivity to identify trends and opportunities
3. Develop and implement customer retention strategies to drive engagement and repeat purchases
4. Develop and implement innovative promotional strategies to meet and exceed seasonal and annual revenue goals
5. Develop and implement value-add educational content to engage and support the customer
6. Research and implement website UX strategies that maintain brand integrity and encourage customer engagement, utilizing both internal and external resources
7. Work in a legally restrictive digital advertising landscape to implement creative strategies via SEM, email campaigns, social media marketing, etc.
8. Research, develop and implement best practices for digital technology to help the company better understand and influence all phases of the customer story.
9. Work with outside contractors to ensure that systems and data evolve in a way that is aligned with the needs of the business
10. Guide and support day-to-day operations and execution of all campaigns

Sales

1. Drive maximum demand and sales on existing and new products through all channels, with most of the personally-directed focus on e-commerce, including Amazon. While overseen by the Director, retail and ingredients' sales channels will be handled by direct reports
2. Create long-term strategic plans to drive sustainable growth in sales on all channels
3. Collaboratively develop and implement strategies that grow customer base, sales and margin, and are aligned with both company mission and with marketing, merchandising and content across all non-digital channels in alignment with annual sales goals
4. Identify and create new opportunities within a crowded market. Collect, organize, analyze and share actionable insights, such as inventory gaps, competitive risks and growth opportunities
5. Implement and utilize analytics to track sales trends and identify opportunities for growth
6. Stay abreast of marketing and sales strategies of all major competitors
7. Collaborate with team members in sales, creative, marketing, and operations to ensure the best product mix is offered to customers through each channel
8. Identify and establish goals and metrics to improve department productivity, revenue growth, margin improvement and customer acquisition, conversion and retention
9. Establish, optimize and leverage use of CRM

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and Experience

- Minimum of 5 years in a leadership role developing and managing all key business functions described above in an e-commerce environment and values-based business, with companies ranging from early-stage to growth to mid-stage and beyond
- Demonstrated success growing an e-commerce and multi-channel consumer products business, with experience in lead acquisition, strategy development and operational execution
- Experience with Google Analytics reporting and analysis and a strong understanding of SEO/e-commerce best practices
- Experience in e-commerce operations, CRM/house file growth direct marketing, web-based content management tools, email marketing, and social media in a B2C environment
- Minimum 5 years' leading a team, including work prioritization, mentoring, coaching, and performance management
- Experience managing vendor relationships and negotiating contracts in a B2B environment
- Understanding of brand management and best practices on Amazon
- BS/BA in Business, Marketing, Digital Marketing, e-commerce or related field preferred
- Knowledge and/or experience with wellness and lifestyle brands
- Direct experience working in an entrepreneurial environment
- Cannabis business experience a plus
- Commitment to the Luce Wellness vision

Skills and Attributes

- Demonstrated ability to work in a fast-paced, entrepreneurial, and collaborative environment
- Authentic, committed, tenacious, fun-loving, and laser-focused on driving revenue
- Strong business and project management skills
- Emotional intelligence and great communication skills (interpersonal, verbal and written)
- Positive, professional and enthusiastic "can-do" attitude
- Storytelling capabilities that drive engagement, conversion and retention
- Able to work well cross-functionally to achieve strategic goals
- Interest in natural healing and alternative medicine
- Passion for environmental sustainability
- Adept with software and able to think creatively about software solutions to manage data and improve efficiency

Licenses/Certification

A valid driver's license, and a car suitable for business travel within six hours of Bethel, Vermont are required. Professional marketing certifications desirable but not required.

Working Conditions

Outside the Office: Must be able to travel 25% +/- within New England/Northeast every other week or so, and to trade shows and national accounts at least quarterly. Must be able to drive and sit in a car for 3-5 hours or travel by plane.

In the Office: Requires being able to work at a desk (standing up or seated) for long periods of time to use a computer and phone to perform job responsibilities. Also requires helping to unload and store inbound supplies, and setting up and breaking down trade show booths, including lifting boxes weighing up to 20 pounds.

Luce Farm Wellness currently operates out of a lovingly restored building in the town of Bethel, Vermont. The building does not have an elevator, and the director will need to navigate stairs between three floors and to the production facility a few doors down.

HOW TO APPLY

Send a resume and cover letter to jobs@lucefarmwellness.com.

Learn more at www.lucefarmwellness.com

Luce Farm Wellness is an Equal Opportunity Employer.