



NOTE: Due to Sales Tax Nexus, Candidates will only be considered for this role if they reside in the following states: AZ, CO, MA, NJ, NM NY, OH, WI.

Candidates meeting the desired qualifications should apply by submitting a resume and cover letter to hr@goldenpeakmedia.com.

More and more people of all ages are following their creative passions to find balance, express themselves, and create a sense of accomplishment.

Golden Peak Media's mission is to help fine artists and crafting artisans by inspiring, educating and connecting them throughout their journey. Through streaming workshops, on-demand classes, print publications, the most vetted and trusted patterns, competitions and virtual and in-person events, Golden Peak helps millions of people explore their passions and take their craft to the next level.

Marketing Manager

Golden Peak Media is seeking a stellar **Marketing Manager** to lead the marketing for our eCommerce, membership, and subscription products. You will develop and execute effective strategies for integrated cross-channel campaigns to grow our eCommerce business, drive new membership/subscription signups, and advance loyalty and customer retention efforts.

Duties and Responsibilities

- Work with Sr. Director of Marketing to develop marketing strategy, objectives and budgets, spearhead initiatives to meet objectives based on lead generation, revenue, retention, customer advocacy, and more
- Work in collaboration with cross-functional teams and agency partners to develop audience, execute strategy, and increase revenue for consumer products
- Build campaigns across email, social, digital ads, print, and streaming video
- Serve as a project manager for marketing assets and collateral
- Measure and report on all campaign success, revenue, growth, and ROI
- Work with agency partners on direct mail ideation, copy creation, proofing, and approvals
- Assist in launching new membership products across communities including developing landing pages and marketing assets
- A/B testing campaigns and reporting on analytics for optimal campaign and funnel performance

- Other duties as needed

Skills & Experience

- 2+ years' experience executing marketing campaigns for consumer products, digital memberships or subscriptions
- Strong project manager who thrives in a deadline-driven environment
- Savvy with marketing attribution and campaign performance
- Excellent communication and collaboration skills
- Email, CDP, and paid social media marketing experience is preferred
- Passion for arts, crafts, and creativity a plus!

Perks:

- Competitive salary & benefits including health, dental & vision insurance
- 401k
- Flexible PTO and remote work options
- Passionate, creative team environment
- Employee discounts

Golden Peak Media provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

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The statements used herein are intended to describe the general nature and level of the work being performed by an employee in this position and are not intended to be construed as an exhaustive list of responsibilities, duties and skills required by an incumbent so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the Company.