



Director of Marketing
Beau-coup.com
(Mountain View, CA)

Position Overview

Want to come work at a fast-paced, high-energy Internet company? Join an entrepreneurial organization focused on building a world-class culture. Beau-coup is a leading online retailer of favors, gifts, decorations, and supplies for parties and special occasions. This role is not only a chance to manage the crucial marketing function at a growing company; it is an opportunity to be a part of the executive team of a growing online B2C retailer, and have a voice in developing overall business strategy.

The Director Marketing will create the company's overall marketing strategy as well as direct its execution. The position is responsible for driving customer acquisition and retention, as well as defining and building the company's brand.

Key Responsibilities

- Defining the company's customer acquisition and lifecycle marketing strategy
- Driving traffic growth through search engine marketing (paid search), affiliate marketing, search engine optimization (organic/natural search), social media, other online advertising and new business development
- Maximize lifetime customer value via segmentation, one-to-one marketing, and high customer engagement with the Beau-coup brand.
- P&L responsibility
- Identifying and pursuing emerging technologies, platforms, and marketing opportunities
- Leading a team of interactive marketing professionals
- Establishing and maintaining dashboards, reports, and other analytical tools to track and measure marketing performance and trends
- Daily interaction with other key members of management, working as part of the leadership team. Participate in weekly executive team staff meetings and quarterly strategy offsite discussions, serving as the voice of the customer and the marketing department, and weighing in on strategic considerations across the entire business



Desired Experience and Qualifications

The ideal candidate has experience defining ROI metrics, and defining and executing a multi-channel digital marketing strategy to achieve branding and performance targets. She or he will have experience leading teams in a dynamic and fast-based environment and have a history of demonstrating exceptional results. The right candidate will be entrepreneurial and able to work effectively across a senior management team.

- Well-rounded marketer who understands consumers and how they think, online and off
- The smarts and confidence to think strategically, yet thoroughly grounded in execution
- Proven track record leading a marketing team in a startup environment
- Solid grasp of online marketing, with direct experience managing a wide range of the major acquisition channels (organic and paid search, affiliate, email, etc.)
- 8-12 years marketing experience, ideally with a consumer e-commerce background but at a minimum including one or more of: consumer, retail, and Internet.
- Bachelor's degree required
- Strong business background, as well as excellent written and verbal communication skills required.
- Ability to evaluate online acquisition channels at a strategic level while also able to roll up sleeves and dig into the day-to-day management of the program to find optimization opportunities big and small.

Personal Attributes

- Superior strategic, analytical, and interpersonal skills
- Strong leadership skills. Must have the ability to motivate others and a positive "can do" attitude
- Values compatible with company culture, and able to work in a collegial manner with a good sense of humor
- Analytical; data and metrics driven, with an eye towards process improvement
- Ability to embrace the sense of urgency, innovation and resourcefulness required at a fast-paced small company environment
- Kind and caring towards colleagues, views co-workers as "family"
- Passion for winning and competitive

Company Overview

Beau-coup (www.beau-coup.com) is a leading online retailer of everything needed to celebrate special moments in life, from wedding favors to baby shower supplies to decorations and gifts for milestone occasions. Our vision is to become the definitive online destination for the products, information, and resources needed for stylish celebration of life. We are a growing and profitable start-up company that has been in business since 2002. Beau-coup is regularly featured in prominent publications such as The Wall Street Journal, InStyle magazine and



Martha Stewart. In 2009 Beau-coup debuted on the Inc. 5000 list of the fastest growing private companies in America, having achieved a 3-year growth rate of 243%, and was named again to the list in 2010. We offer a fun, energetic work environment and are looking for a talented individual to join the team and grow with us.

Location

- The position is based in the company's headquarters in Mountain View, CA
- Conveniently located near the Hwy 101, 237 and 85
- Within walking distance to restaurants and easy access to downtown Mountain View

Salary and Benefits

- Competitive salary commensurate with experience
- Full medical, dental and vision insurance; life and disability insurance; 401K plan

How to Apply

Please reply to this posting with your cover letter and resume to recruiting@beau-coup.com. Please place **DIRECTOR MARKETING** in subject line. Beau-coup is an equal opportunity employer. We encourage all qualified candidates to apply.