



Title: Digital Marketing Manager

Location: Newark, New Jersey

Position Description:

The candidate will manage the acquisition and retention of BOSS revolution ONLINE customers and cross selling of DTC services (IMTU, MT, eGift, Money APP, etc) using digital tactics. The candidate will also assist with promotion of BOSS Revolution apps.

Responsibilities:

- Create digital marketing plans and execute against them.
- Evaluate digital media and messaging opportunities.
- Identify opportunities to improve consumer retention and increase share of wallet.
- Manage digital CRM campaigns via in-app and push messaging.
- Manage multiple agencies and maintain good working relationships.
- Develop new creative including banner ads and mobile video.
- Report monthly results vs. objectives.
- Optimize campaigns to improve efficiency throughout the purchase funnel.
- Monitor and improve app and website analytics.
- Monitor competitors, app store reviews and standings.
- Influence social media posts for retention, engagement and acquisition.