



## Digital Marketing Coordinator

### Position Overview:

The Digital Marketing Coordinator will be responsible for executing Mignon Faget Ltd.'s Digital Marketing strategy through the tactical management of all Digital channels to drive customer acquisition, site traffic, conversion, and revenue for MignonFaget.com. Position reports to the Marketing Manager and will work closely with the Technical Operations Manager.

### Primary Responsibilities:

- Manage all online copy including Meta Descriptions, Keywords and SEO for website and multi channel outlets including Amazon by utilizing SEO best practices, performing keyword analysis and maintaining brand consistency.
- Primarily responsible for all other aspects of SEO for MignonFaget.com including conducting audits, identifying improvements, and monitoring current technologies for changing benchmarks
- Manage all aspects of Social Media Channels including post/feed planning, writing copy, and respond to comments from followers
- Assist in the management and oversight of relationship with third-party SEM and digital marketing companies, including goal and budget setting and oversight and adherence of best practices
- Launch Affiliate Marketing programs
- Manage monthly influencer outreach including relationship building with on brand influencers, and pitching product and story ideas
- Rigorously conduct A/B tests on digital channels to identify winning targeting and creative strategies that can be used in future campaigns
- Responsible for turning data into actionable insights using analytics tools. Toolset currently includes Google Analytics, AdWords and Facebook Analytics
- Deliver monthly performance updates for spend and sales forecasting
- Deliver monthly recap of key competitive email blasts and social media activity

### Marketing Support Responsibilities:

- Support marketing management in event production and logistics for all events
- Work with wholesale team to identify potential event ideas and share event successes
- Work with Retail and Marketing Directors to ensure cohesive message delivered in tandem with seasonal buys
- Work with Marketing to develop all PR materials. Maintain supply of materials and circulate to retail/wholesale
- Manage email subscription data and catalog requests
- Support Marketing Manager and Chief Marketing and Administrative Officer as needed

### Qualifications:

- 2-4 years of direct experience managing digital marketing and social campaigns on a day-to-day basis
- Minimum 1 year of SEO experience
- Deeply analytical and numbers focused. Ability to see patterns in data and dig into tables and spreadsheets to find opportunities and insights.
- Proficient in paid media platforms such as AdWords, Google Analytics, and Facebook Business Manager
- Proficient in Excel and ERP/database basic navigation, including data management via import/export

- Outstanding written and verbal communication skills
- Effective multitasking and problem-solving skills
- Interest in fashion and retail a plus, but not necessary