

# SUPERPLASTIC

## **NOW HIRING: Digital Marketing Manager**

### **LOCATION**

Burlington, VT (onsite presence required)

### **REPORTING TO**

Director of Marketing

### **POSITION OVERVIEW**

Superplastic is a Vermont-based character design studio that creates synthetic celebrities with millions of followers worldwide and who appear in social media, music, gaming, high-end collectibles, fashion, animated entertainment, web3, and live experiences. We sell tens of millions of dollars in real and virtual products annually and have collaborated with Gucci, Fortnite, Mercedes-Benz, Tommy Hilfiger, Christie's Auction House, J. Balvin, Kidsuper, Pusha-T, Paris Hilton, Post Malone, The Weekend, Vince Staples, Rico Nasty, and way more.

As the Digital Marketing Manager, you will oversee all facets of our digital marketing channels, including but not limited to social media, email marketing, SMS, digital advertising, and e-commerce. Collaborating with a cross-functional team, you will be responsible for delivering on digital marketing KPIs and developing and executing integrated digital strategies designed to achieve annual company goals. Additionally, you will work closely with Creative and Animation teams to help produce and optimize digital media content. As the Digital Marketing Manager, you will have a pulse on new and emerging digital strategies and platforms as you lead a talented team to take our brand to the next level.

### **RESPONSIBILITIES**

- Plan and execute all digital marketing strategies to support company goals, including SEO/SEM, email, social media, digital advertising campaigns, eCom & web.
- Define digital marketing KPIs; Measure, analyze, and improve digital media performance while maintaining departmental budgets.
- Collaborate with our Data Analytics Manager to segment and target current and prospective audiences.
- Develop social and digital ad campaigns across Google, Meta, TikTok, CTV, Spotify, and more, inclusive of goal setting, audience targeting, calls to action, and creative guidance.
- Lead the development and growth of Superplastic's email and SMS program with support from the Email Team.
- Maintain and update our eCommerce website to help drive sales of our products and increase our digital brand presence.
- Establish remarketing strategies that re-engage audiences and drive sales objectives.
- Collaborate and supervise the Social Media Team to define growth and engagement strategies on TikTok, Instagram, YouTube, and Twitter, with a pulse on new and emerging platforms to deliver on company goals.
- Provide leadership and mentorship to your direct reports to encourage growth and development.
- Uphold the organization's policies and standards and ensure legislative regulations are followed.

*The above list describes the essential functions of this role, but other duties may be assigned as necessary.*

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## REQUIREMENTS

- BS/MS degree in marketing or a related field
- 5-8 years of experience in a digital marketing role
- Leadership and management skills are highly preferred
- Experience in setting up and optimizing ad campaigns via Google Ads (or other)
- Highly creative and adaptable
- Google Analytics or other web analytics tools
- Up-to-date with the latest trends and best practices in online/digital marketing and the ability to think outside the box
- Experience in a similar role within the music industry is a plus

We're a fast-growing company with strong financial backing, a positive culture, and an incredible creative team. Superplastic is in an explosive growth stage, and this is a fantastic opportunity to join our fantastic team of awesome "characters." This is a salaried position with equity, benefits, and many opportunities for long-term growth.

Email resume and cover letter to [jobs@superplastic.co](mailto:jobs@superplastic.co)

*[Superplastic](#) is an equal-opportunity employer. Superplastic is committed to diversity, equity, and inclusion; we are passionate about building and sustaining an inclusive and equitable workplace.*