

VP, Growth

Boxed is the easiest and modern way to shop for bulk goods. As a mobile-first company, customers can shop directly from Boxed's app on their iOS or Android mobile device, or online at www.Boxed.com. With Boxed, customers can have their household, personal care, and pantry favorites delivered conveniently to their home or office.

Our office is a dynamic, collaborative family of individuals. A technology company at core, we are a vibrant, fun, and close group of engineers, designers, marketers, and operations specialists with a passion for driving superior value and experience to our customers.

Boxed is looking for a performance-driven leader to join its Marketing team. The VP, Growth will oversee all growth streams, including: acquisition/performance media; retention marketing/CRM; supplier marketing; and rewards & perks. The role will be responsible for driving growth for Boxed and working with individual channel leads to optimize all efforts to maximize revenue.

This leader will also spearhead Boxed's multi-touch marketing attribution solution. The VP, Growth will work across various functions (including tech, analytics, and business operations) to further develop Boxed's marketing tech stack and to integrate all appropriate platforms with our CRM and acquisition efforts. This executive will have a seat at the table with the leadership team at Boxed and will be informing a significant part of the business. Additionally, the role will work closely with the head of product and the product team to identify and implement solutions to improve the conversion funnel on-site and within the app.

This critical role will report directly to the Chief Marketing Officer and will lead development and implementation of all analytics, tools/tech, and operations utilized for driving growth. This person will also be responsible for managing marketing spend and performance forecasting, and will work closely with the Finance team to ensure topline growth.

What will we offer you? The hot seat at a startup that's going places and shaking up the retail game. The opportunity to work closely at a collaborative company with hard-working, driven individuals. Empowered to make faster and informed decisions. The chance to make your mark on how we do everything from a marketing and growth perspective. Literally. Everything. And cereal. Lucky Charms. Fruit Loops. Cheerios. You name it. We have lots of cereal.

You will:

- Be obsessed with driving growth through innovative and efficient marketing performance
- Oversee and ensure flawless execution/integration of marketing programs for acquisition, re-engagement, email, mobile/SMS, digital direct response, etc.
- Work closely with CRM, analytics and media leads to optimize acquisition and re-engagement strategy to acquire, nurture, and drive loyalty

- Lead, develop, and implement attribution strategy - and associated tools – to appropriately measure marketing ROI across multiple channels
- Identify areas of improvement and create solutions/process flows to be implemented throughout the marketing team (and internal peripheral functions) to create efficiencies
- Create processes to increase and track ROI through the development and implementation of targeting strategies based on disciplined analytical analysis
- Work closely with CRM lead to assess and optimize engagement and move towards a customer journey-based re-engagement program
- Collaborate with the product team to identify and implement solutions to improve conversion
- Ensure quality control assurance, integration and efficiency of entire data/marketing tech stack (e.g., DMP; DSP; GA; data visualization platform; ESP; etc.)
- Integrate closely with the brand marketing team to optimize all efforts across channels and drive topline growth
- Drive a culture of constant testing & learning to discover new and innovative ways to scale marketing initiatives
- Manage budgeting process for marketing, including forecasting and ROI assessments
- Work closely with larger marketing and brand team to integrate above-the-line strategies with media and CRM efforts
- Collaborate with the Technology team to implement capabilities that enable faster and more efficient campaign execution
- Love snacks
- Be cool, because #noassholes

Requirements:

- 12+ years of experience/leadership spanning the following areas: marketing operations; performance marketing; CRM; and demand generation and/or analytics / BI.
 - 3+ years e-Commerce experience a must
 - Experience managing annual media budgets (min. \$10M)
 - 5+ Years working with Demand Side Platforms
 - Expert at managing inventory through Facebook, Instagram, DoubleClick and TV
- Have implemented and/or owned marketing attribution, media mix modeling and ideally also the measurement of offline and online performance
- Experience building the performance marketing function (team, process, tools) of at least one company
- BA or BS degree; MBA would be a nice touch
- Equal parts strategic thinker and hands-on "do-er" and builder
- Experience with various analytics tools, ESP's and marketing automation platforms
- Experience driving forward omni-channel CRM strategy
- Extensive background and understanding of performance media
- Demonstrated skills in driving innovation in digital marketing

- Understanding of multi-touch attribution, media mix modeling and how to measure offline with online performance
- Organized beyond belief
- Ability to work fast and efficiently; understanding or experience with a start-up a plus
- Experience with financial/budget forecasting and ROI assessment/tracking
- Excellent time management and communication skills
- People management experience
- Experience working in a cross-functional role/organization
- Hungry to help get Boxed to the next level

To apply, please send your resume with a cover letter to Alexa Binns at [**alexabinns@gmail.com**](mailto:alexabinns@gmail.com).