



JOB DESCRIPTION

HEAD OF DIGITAL MARKETING

Location: Charlotte, NC

Urban Skin Rx® is a rapidly growing, entrepreneurial-minded company seeking a forward-thinking Marketing Strategist to join our fast-paced team.

About the Company

Urban Skin Rx® offers clinical skincare for diverse skin tones with solutions for hyperpigmentation and other common skincare concerns of people with melanin-rich skin.

An unparalleled line of clinical skincare products for diverse skin tones, developed by Rachel Roff, a highly successful licensed medical aesthetician, certified laser technician and founder of Urban MedSpa® and Weight Loss Center in Charlotte, NC, Urban Skin Rx® is an award winning brand sold online and in multiple retailers (Ulta, Target, Walmart, CVS, HSN.com, QVC.com, dermstore.com) in the United States as well as expanding into international markets, most recently having launched distribution in Nigeria.

At Urban Skin Rx, our mission is to recognize, represent and advocate for accessible clinical skincare for diverse skin tones with the greater goal to create a world in which we can all feel beautiful, confident, and empowered by the skin we're in.

Primary Responsibilities

- Own and build our digital roadmap.
- Plan, build and implement digital marketing strategy.
- Lead all Urban Skin Rx digital marketing initiatives.
- Develop digital content strategy that aligns with Marketing strategy.
- Own and manage urbanskinrx.com content strategy.
- Calendar for email, cart offers, GWP,
- Best-in-class product pages and ongoing site audits.
- Ensuring UGC regularly optimized (via YotPo integration).
- Lead best-in-class retailer.com content
- Execute digital merchandising and content strategy.
- Digital advertising content, including strategy, briefing and execution.
- Key contributor to analyzing ongoing tracking of DTC and retailer.com sales.
- Analyze and measure ROI and KPIs.
- Partner with eCommerce team to drive strong ratings & reviews on DTC.
- Identifying best cadence for retailer.com and syndication.
- Lead digital cross-functional team for strategy and execution.
- Forecast sales performance trends to increase our market segment.
- Own, prepare and manage digital marketing budget.
- Support additional web-based initiatives and projects.
- Stay up-to-date with the latest technology and best digital practices.
- Research competition, investigating benchmarks and make recommendations.



Qualifications & Competencies

- Bachelor's Degree; Masters or MBA a plus.
- 7+ year's digital marketing experience.
- 3-5 years' experience in CPG or Beauty digital marketing.
- Multicultural and/or skincare experience a plus.
- Experience working within a start-up or founder-led company preferred.
- Excellent understanding of the digital landscape.
- Best-in-class practices for digital marketing across DTC and Retailer.com;
- In-dept knowledge of digital marketing channels.
- Experience working with a direct-to-consumer business.
- Preferred experience both in mass and prestige categories.
- Strong business acumen and analytical skills.
- Basic knowledge of web design procedures.
- Able to demonstrate creative problem-solving.
- Out of the box ideas/mindset.
- Flexible, agile, open-minded and positive attitude.
- Ability to work well with cross-functional teams.
- Ready and willing to share ideas, have an opinion.

If you are interested in joining our dynamic team. Please send your resume to careers@urbanskinrx.com.

Equal Opportunity Employer

Urban Skin Rx is an equal employment opportunity employer and complies with all applicable laws relating to discrimination against qualified applicants or employees in hiring or in any decision affecting job status, pay, or any other terms and conditions of employment based on race, color, creed, religion, national origin, sex, marital status, familial status, disability, genetic information, sexual orientation, age, or other applicable protected classes.