

VESTA

Vesta, Director of Marketing

About Vesta

Vesta elevates the art of design by combining our expertise in design, technology and manufacturing to offer clients an integrated suite of tech-enabled design services. As a national leader in interior design, custom furniture, and furniture rental with operations in Los Angeles, San Francisco, Miami, and New York, Vesta is proud to have designed over 4,000 of the most prestigious properties in America. Our iconic designs are widely recognized and have been featured in The Wall Street Journal, Architectural Digest, Forbes, and The Los Angeles Times. You can see our work featured on Netflix, Bravo, and CNBC.

About the role

Vesta's Director/VP of Marketing is a CMO track position that will work directly with the CEO, Chief Product Officer and VP of National Sales to lead all aspects of the firm's marketing apparatus. This includes the creation, execution, and management of campaigns across web, email, social, and other channels to help grow brand awareness, acquire new customers, and retain existing customers. The Director/VP of Marketing will work closely with our design, sales, and operations team to deliver an extraordinary customer experience. Our ideal candidate has experience developing and executing campaigns and can lead a team of in-house and contract resources. Location of this position is flexible between Los Angeles, New York and Florida.

Responsibilities include:

- Develop marketing plans around Vesta's suite of products and services to grow volume for our business lines in target markets
- Manage the Vesta brand across all of our customer touchpoints and through the customer journey
- Manage the execution of Vesta's campaigns across digital and print channels
- Manage the creation, distribution, and promotion of Vesta's content through email, PR, and social media
- Manage paid acquisition campaigns through all paid channels
- Manage organic acquisition through all organic channels and vestahome.com
- Create reporting and analytics around campaign performance
- Work closely with the eCommerce team to drive sales volume through digital channels

Requirements

- A track record of developing and executing campaigns across multiple channels
- Experience using CRM (Hubspot) and marketing automation to segment customers and build customer journeys
- Experience in paid search, display, social, SEO. Shopify marketing experience is a plus
- A 4-year BA/BS degree
- Excellent written and spoken communication skills
- Experience in Real Estate, Construction and Design preferred