

Direct Marketing Director

Marketing Director: Direct Response Marketing Team

The Marketing Director of the DR Team reports directly to the VP Marketing, oversees a team of six tactical specialists (including copy, graphics, trafficking, analytics and partnerships) and liaises with related colleagues (PR, IT/web dev, social media, publishing, events and customer service).

This team is responsible for millions in revenue from online sales of business conference tickets, training offerings, memberships, and industry report sales. In addition, the team is responsible for audience development -- growing qualified, registered readers and opt-ins for the brand's various newsletters and magazines -- who then form the basis of our marketing database.

The team creates, places and optimizes campaigns across a wide variety of channels (including substantial media channels published by our own brands) such as social, online, search, email and print. The team is responsible for hundreds of campaigns per year, including strategy, calendaring, creative, landing pages, carts, confirmation pages and any resulting autoresponders. Based on provided personas, you will target a variety of niche professionals ranging from investors, scientists, retail managers, cultivation and farming pros, entrepreneurs, and businesspeople mainly in the US, but also in Canada, Latin America and Europe. (Note: We do not serve consumer or general mass market audiences. We are B2B only.)

Among their responsibilities, the successful applicant in this role will:

- Be responsible and accountable for audience development to build audiences for existing and upcoming products and events
- Be responsible and accountable for delivering attendee and publishing product revenue
- Lead the creative team to deliver persona-driven assets in all channels
- Build conversion funnels for each product line, setting goals and tracking performance
- Prepare strategic and creative briefs to be used by Direct Response Marketing team to prepare campaigns and assets
- Be hands-on in helping execute marketing plans whenever needed

The right applicant will have a strong background and demonstrated ability in:

- Direct response campaigns and creative for a trusted brand, particularly in a copy and content-marketing driven environment.
- Overseeing hundreds of campaigns per year, from creation to measurement, in a fast-paced environment.
- Turning a team of creatives and technicians into a smoothly functioning operation
- Being responsible for millions of dollars in direct response revenues
- Mentoring creatives, form and web designers in UX and conversion-related design skills

- Audience development in a permission-based opt-in environment
- Creating templates, guidelines and processes that make it easier to kick out high performing campaigns quickly
- Running marketing across a wide variety of paid media channels, including PPC social and print
- Determining how much budget, team effort and house media space to use to achieve targeted results; advising management of how goals should shift based on audience numbers and response rates
- Deeply understanding audience development, sales funnels, relationship marketing, and how to encourage repeat/renewed purchases and improve customer lifetime value
- Exemplary project and team management skills

Also, strongly preferred but not required:

- Ticketed event, conference or trade show marketing experience
- B2B direct marketing experience
- direct response agency experience
- subscription, membership and/or paywall marketing
- response marketing within a famous-name, branded environment
- copywriting chops

Additional Background and Qualifications:

- 10+ years' experience, demonstrating strong upward career trajectory
- Proven history of strong leadership, excellent communication, good judgement, and well-honed decision-making skills
- Demonstrated ability to anticipate and solve practical problems or resolve issues
- Leadership and ability to achieve results through others
- Demonstrable blend of analytical and creative thinking skills
- Up to speed with current marketing techniques and best practices
- BSc/BA in business administration, marketing and communications or relevant field preferred

Applicants must be US residents. Strong preference will be given to Denver-area residents. Some US travel and possibly some travel outside the US may be required on occasion. Currently we are working virtually, however some in-person meetings in the Denver office will be required when the pandemic is over and office space will be available for any Denver-area staff requesting it.

The brands you will be marketing for are the oldest, largest, and most trusted professional trade shows and media in the cannabis and hemp industries. As seen in Harvard Business Review, the NY Times, and Wall Street Journal, MJBizDaily and its associated brands are strongly respected.

MJBizDaily is a division of Anne Holland Ventures Inc, a woman-owned firm headquartered in Lakewood Colorado. We are an equal opportunity employer.