

Content Manager

Samuel Hubbard Shoe company burst onto the scene 5 years ago. Bruce Katz, our founder, was previously the Founder and CEO of The Rockport Shoe Company. He has built a shoe brand that has turned unsuspecting “normal” guys into “shoe” guys.

Samuel Hubbard Shoe Co is entering a growth phase and we are looking for an extremely organized content manager to help plan, create, and organize a growing number of assets across print, digital, email and web channels.

Responsibilities

- Plan and assist in the implementation of all marketing initiatives
- Collaborate with marketing and design teams to plan and develop B2C site content
- Collaborate with merchandising and sales teams as needed for sales and product materials.
- Own B2B site updates (SH and vendor sites)
- Create engaging content
- Edit, proofread and improve writers' posts
- Liaise with writers to ensure brand consistency
- Constantly look for ways to improve the engagement of the site content
- Optimize content according to SEO
- Develop and project manage multi-faceted editorial calendar
- Manage assets in WebDam
- Plan, draft and schedule marketing emails.

Requirements

- Bachelor's degree in Marketing, Communications, Advertising or other relevant field (or equivalent).
- Experience publishing on Ecommerce platforms
- Basic technical knowledge of HTML and web publishing
- Listrak and/or familiarity with ESPs
- Knowledge of SEO and web traffic metrics
- Ability to use Photoshop for light editing
- Familiarity with social media platforms
- Excellent writing skills in English
- Bulletproof proofreading skills
- Attention to detail
- Strong organizational, project and time-management skills

We have an exceptional product, award-winning customer service, and an amazing team. Our offices are in Greenbrae close to the Ferry Terminal that connects with SF and soon to be connected by the new light rail system leading north to Santa Rosa as well.

To apply, send a cover letter and resume to kayla.lucero@samuelhubbard.com