

At Birkenstock, our business is a reflection of who we are. We have a passion for our products, an appreciation of their heritage and a genuine belief in their benefits. Our business is a reflection of what we represent - quality products that are comfortable, unique, timeless and respectful of the world around us. Our mission is to deliver happiness and satisfaction.

To provide quality products and services, we need quality people. We are looking for talented people who share our values of accountability, responsiveness, excellence, teamwork, respect, integrity and a positive attitude.

Job Title: Associate Director, Acquisition & Performance Marketing, Digital Americas

Position Location: NYC (SoHo)

Reports To: Senior Director, CRM & Digital, Digital Americas

Type: Exempt/Full-Time

Salary: \$160k-\$180k

Objectives

The Associate Director, Acquisition & Performance Marketing, Digital Americas will develop and oversee all acquisition and performance marketing strategies aligned with Digital growth objectives and revenue targets. This role will own the relationship with the Digital Agency and all applicable 3rd party vendors, ensuring each agency implements approved conversion tactics to drive sales and increase ROI, as well as acquisition tactics to reach, engage and convert new users. This role will be instrumental in building a best-in-class paid media strategy that drives demand and fuels new customer growth, while effectively managing the budget.

Responsibilities

- Develop and oversee the execution of the performance and acquisition strategy across all paid channels, including but not limited to search, social, shopping, display, affiliate; with a strong focus on driving revenue and new customer acquisition.
- Lead channel planning, budget allocation, and forecasting.
- Own the relationship with all applicable 3rd party vendors, challenge partners to ensure best in class tactics and strategies are always maintained.
- Manage paid media responsibilities in technology stack, including ad platforms, CDP, attribution tool, MMM, and tracking solutions.
- Ensure proper implementation of tagging, conversion tracking, audience management, and privacy compliance requirements.
- Provide on a full-funnel approach to optimization of our digital paid programs, including channel oversight, budget review, goal setting, reporting and accountability.
- Lead and mentor paid media team members while fostering a culture of accountability and continuous improvement.
- Identify new growth opportunities, channels, and technologies to improve acquisition, retention, and marketing effectiveness.
- Optimize marketing spend across digital marketing channels to achieve maximum iROAS/ROAS; as well as tightly managing CPA/CAC and CRO goals.
- Establish best practices for campaign execution, reporting, and budget management.
- Oversee the creative briefing process as executed by the paid media team.

- Partner with Marketing team to support third party digital advertising programs.
- Use laser-targeted prospecting tactics and upper funnel programs to bring qualified traffic to the site and turn them into brand fans.
- Lead testing strategies across audiences, creative, landing pages, and channel tactics to improve conversion rates.
 - Optimize copy and landing pages for paid marketing campaigns, to find the optimal balance between content and commerce and understand how to speak to different performance audiences.
- Collect and analyze test data, identify trends and actionable insights in order to achieve maximum results.
 - Create regular reports and ad-hoc reports as needed.
- Closely track the marketing budget on a daily basis and suggest optimizations accordingly with responsibility to achieve monthly business goals.
 - Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies.
- Deliver actionable insights and recommendations through regular performance reporting and business reviews.
- Monitor competitive activity and industry benchmarks to maintain market competitiveness.

Interfaces/Relationships

- Close alignment with all Digital channels including Creative, Merchandising, CRM, and Website teams in the Americas to ensure proper marketing/campaign focus, in order to tell a cohesive story across all online touchpoints.
- Partner with the website team to utilize existing and new tools i.e. DXP to provide the ultimate online, personalized experience for paid media visitors.
- Direct and manage agency performance to ensure the best decisions are being made for our business.
- Partner with the Data Science/Analytics Team on the execution of data-drive strategies including incrementality measurement and attribution framework development.

Competency

- Comfortable with a high degree of responsibility
- High online affinity, understanding of digital environment and analytic tools
- Resilient, flexible, decisive with a hands-on mentality and entrepreneurial thinking
- Effectively manages multiple projects and deadlines simultaneously and successfully, without sacrificing attention to detail
- Excellent verbal and written communication skills
- Strong understanding of customer-centric strategies
- Team-player; ability to work with all digital team members in a proactive manner and drive results
- Strong affinity for data and processes
- Ability to manage detail level as well as handle strategic approach
- Strong analytical and project management skills
- Detail oriented with focus on delivering results
- Self-starter, takes initiative, with the ability to juggle multiple priorities

Qualifications

Education

- Bachelor's Degree

Work experience

- Minimum 10 years' relevant work experience in a similar role, leading the paid media channel on an Ecommerce/Digital team.
- Proven experience of executing successful paid media performance and acquisition focused campaigns.
- Experience building effective multi-channel marketing strategies, across all performance media channels.
- Strong expertise in paid search, paid social, display, affiliate, and digital attribution methodologies.
- Expertise in campaign and channel analysis and reporting platforms such as GA4, Looker, Tableau.
- Excellent analytical skills and leverage data, metric, analytics and consumer behavior trends to drive actionable insights and recommendations.
- Excellent communication, presentation, and stakeholder management abilities.
- Knowledge of common feed management and SEA tools (Google Search Console, ProductsUp, Feedonomics, etc.)
- Experience managing an Agency, a plus

Working Conditions

- Involvement with local and global teams
- Ability to travel as needed

If interested, please send cover letter and resume to katelynn.ramos@birkenstock.com. Subject line should list "Associate Director Acquisition & Performance Marketing".

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