

Posted: October 22, 2020
Location: Atlanta, Georgia, United States
Position: Retail Marketing Manager
Salary: Commensurate with experience
Website: <https://buckheadchristianministry.org>
Application Deadline: Open until filled
Employment Level: Part-time



A Thrift Boutique Benefiting Buckhead Christian Ministry

Buckhead THRIFT*ique* is a thrift boutique benefiting Buckhead Christian Ministry (BCM). Buckhead THRIFT*ique* recently underwent a major renovation which has doubled our square footage and tripled the sales floor layout. Buckhead THRIFT*ique* provides free clothing to community members in need as well as affordable accessories, clothing, furniture, and household goods to the public. All profits from Buckhead THRIFT*ique* fund BCM's programs which work to keep people from becoming homeless and work to elevate their possibilities for economic empowerment.

The *Retail Marketing Manager* is responsible for the creation and execution of a strategic local marketing program, maximizing exposure for Buckhead THRIFT*ique* in the local marketplace. The *Retail Marketing Manager* will operate with clearly defined return on investment goals for sales, customer acquisition, and development. This role will raise awareness within the community - elevating field marketing as a strategic lever to promote thrift store brand awareness, drive traffic to our Buckhead THRIFT*ique* thrift store, and maintain communication with customers and the community through marketing collateral and social media platforms. The ideal candidate is proactive, innovative, passionate, and solution driven.

DESIRED SKILLS AND KNOWLEDGE:

- Passion for the mission of Buckhead Christian Ministry
- Exposure to digital and direct response marketing
- Prior experience working within the nonprofit agency a plus
- Public Relations, Marketing or Communications experience

ESSENTIAL RESPONSIBILITIES:

- Works with Director of Retail Operations to drive revenue, customer acquisition, retention and customer loyalty
- Develops strategic marketing plans to ensure increased brand recognition and enhanced market position in the industry
- Collaborate to create and implement marketing initiatives, promotions and programming
- Creates and designs marketing collateral for direct-mail marketing, email communications and content for social media platforms
- Establishes metrics and measurement plans to pinpoint effectiveness of marketing strategies and tactics on sales, retention and satisfaction
- Maintains a deep and thorough knowledge of products and services, business models, operations, competition, and the industry
- Stay up to date on current retail trends and opportunities that can enhance the THRIFT*ique* experience

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ROLE REQUIREMENTS:

- Bachelor's degree in Marketing or related field
- Minimum of 2-4 years demonstrable experience in retail and/or digital marketing
- Exposure to digital and direct response marketing
- Strong project management skills and ability to meet deadlines
- Ability to make presentations and effectively communicate with all levels of the organization
- Proven organizational and communication skills
- Candidate must be a self-starter, flexible to work in a collaborative structure and thrive in a fast-paced environment
- Proficiency with Adobe Creative Cloud especially Illustrator, InDesign, and Photoshop, Microsoft Office applications especially Word, Excel, Outlook, and PowerPoint, social media especially Facebook and Instagram and email marketing softwares

OTHER INFORMATION:

- Valid driver's license and reliable transportation required
- Ability to travel, as necessary
- Demonstrated ability to write clearly and persuasively
- Excellent oral presentation skills

COMMITMENT AND COMPENSATION:

- This is a part-time, non-exempt position
- The *Retail Marketing Manager* will have flexibility in working remotely and on-site, as needed. This role will be a part-time 20 hours per week minimum position.
- Competitive compensation commensurate with experience

EQUAL EMPLOYMENT OPPORTUNITY

All qualified applicants will receive consideration for employment without regard to national origin, race, color, religion, age, sex, sexual orientation, marital status, individuals with disabilities, and equally to disabled veterans and veterans of the Vietnam Era.

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This Job Is Ideal for Someone Who Is:

- People-oriented -- enjoys interacting with people and working on group projects
- Dependable -- more reliable than spontaneous
- Adaptable/flexible -- enjoys doing work that requires frequent shifts in direction

HOW TO APPLY:

Applicants meeting the above qualifications should submit a resume, cover letter, salary history and three professional references via email to careers@bcmatlanta.org. Please put "**Retail Marketing Manager**" in the subject line. NO CALLS PLEASE.