



stio[®]

jackson hole, wyoming

Senior Digital Marketing Manager
Recruitment Profile
stio.com

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STIO: LET THE OUTSIDE IN®

Founded in 2012, Stio® is a mountain lifestyle brand created by founder Stephen Sullivan with the help of some talented and wonderful people. Carefully and thoughtfully curated, Stio is a brand driven and defined by the mountain life in Jackson Hole, Wyoming, but very importantly not limited to it.

We are proud to deliver creative, functional and versatile products that complement your life; products that you will be able to live in – not just outside, but at work, travel, and play. Constructed with the highest quality, function, and performance, the Stio® product range targets the customer that demands beautiful products that work for all facets of their life, not just their most extreme endeavors. Call it a “mountain maturity” if you will. We are not compelled to push a purely aspirational viewpoint or barrage you with the “raddest” shot of the most extreme skier or climber. We know these folks, many of us are these folks, and elements of this part of our mountain world are certainly part of our inspiration. But at Stio® we are just as interested in providing customers products for the quieter side of life – the days when you pull off something otherwise important to your heart and soul.

As a direct-to-consumer brand, we are unhindered by any wholesale relationships. The brand enjoys favorable margins and can put the full force of its marketing budget into direct efforts without compromise. Those margins also allow for aggressive, customer centric policies like free shipping, free return shipping and brand-centric packaging. We have real time, direct lines of communication with our customers, which allows for a faster feedback loop for all brand and product touch points. Without having to present and sell product to the channel, which requires an 18-20 month product lead time, we can concept, design, manufacture and bring product to market in as little as 10-12 months. This allows product design to be fluid and compelling. A modern take on classic apparel with a focus on performance and function combine to provide customers with distinctive apparel. We are different than what’s found at the local outdoor shop and a refreshing choice for active outdoor enthusiasts.

As we like to say here in Wyoming, this isn’t our “first rodeo”...we’ve learned a few things along the way. That being said, we know that every brand is a continual work in progress and we will learn from Stio® as it matures and grows. With that knowledge we will continually adapt and change, always refining to satisfy our customer’s demands.

PRODUCT:

At Stio® we constantly obsess over the fabrics, materials and construction that make up our products. Stio® product has the technical fabrics and functional constructions to perform at the highest level of outdoor pursuits combined with distinctive design grounded in a life of simplicity and versatility. Stio® customers can express their sense of individual style and stand out from the cookie-cutter aesthetic of the typical outdoor brands, while enjoying the performance of technical fabrics that fashion brands currently lack. We partner with the finest technical mills in the world, companies like Polartec®, Schoeller®, Pertex® and Toray®, brands that bring the next level of performance and future fabrics to our lives.

Our Stio® Mountain Studio™ is where everything comes together. We love the interaction of modern design with nature and the studios serve as the perfect place for us to showcase our style and technical brand ethos. The presence of physical store fronts also allows us to engage with the Jackson community and continue to build authentic and relevant products.

CULTURE: WHAT WE BELIEVE

Every brand is a product of its environment, driven by an ethos of place. Stio® is no different, intimately linked to local peaks, rivers, trails and people. Our team prioritizes time together. We are a collaborative and passionate brand

where individual's ideas and opinions are valued. From first Friday Lunch to community-trail building days, we make time to connect with one another. Don't get us wrong, as a small but growing brand there is a lot of hard work ahead, but that work is easier when shared and when we hold each other accountable to take time to play just as hard.

Together as a team, we have articulated the basic guiding principles upon which Stio operates:

YOU CAN'T IMPROVE ON NATURE

We think that outside is the best side, and that time outside is time well spent. While we spend our fair share of time in front of monitors, in meetings and on the phone, there's no substitute for fresh air, rolling single-track and untracked lines of fresh powder. Our best ideas come from moments outside, immersed in our environment.

BALANCE IS KEY

We're into empowerment and the freedom of choice that comes with it. For us that means work and play, every day. That might mean hitting the Town Pump bouldering competition, dawn patrol on Teton Pass before work, or leading the charge on the family snow fort. It's fulfilling, experiential life we're looking for, and balance makes it happen.

WE ARE CARETAKERS

We live and love the mountain life, and see ourselves as caretakers of the resources that provide it. Internally that means we use Bluesign® approved textiles wherever possible, audit our supply chains for best practices, and operate our workplaces responsibly. Externally it means we do our part locally and nationally to advocate for conservation, climate change and sustainability.

INNOVATION

Our industry is full of companies doing things the same way they've done for years. We're looking for progress, and that's reflected in everything from our direct-to-consumer business model, to our distinct, modern take on classic silhouettes. Yes, we have a few standbys (who doesn't have a favorite pair jeans they won't let go of), but we're also going to bring you freshness, every single season.

We are proud partners of The Conservation Alliance, Protect Our Winters, The WhiteBark Pine Foundation, American Prairie Reserve, Bridger-Teton Avalanch Center, and Keely's Ski Camp for Women.

WORKING THE DREAM: SR. DIGITAL MARKETING MANAGER

As the Senior Digital Marketing Manager, your primary responsibility is the driving of customer acquisition and revenue for the ecommerce channel. This position manages the direct response marketing mix at Stio, including paid social, paid search, retargeting, affiliate advertising, SEO and direct mail. The SDMM manages and is responsible for the performance of in house, agency and contract partners doing the day to day work on the advertising platforms. As an integral member of the marketing team, you will develop strategies to drive site visitation, conversion and repeat purchase at Stio.com. As such, you are responsible for the Stio.com look, feel, experience and related success metrics. This role reports to the CMO and has one direct report in Stio's E-Commerce Manager. The SDMM also works closely with Stio's Senior Marketing Manager (Brand), Lifecycle Marketing Manager, Art Director and other members of the marketing department.

SKILLS

The Digital Marketing Manager is a critical, analytical thinker, self-starter and collaborator with excellent written and oral communication skills. You are smart, proactive, analytical and goal oriented with tremendous focus on e-commerce marketing KPI's. You work well with others and know what it takes to successfully work with internal and external resources to meet goals. The SDMM is forward thinking, abreast of cutting-edge e-commerce innovations, and loves a good A/B test or optimization effort.

EXPECTATIONS

- Set marketing mix and e-commerce performance goals
- Drive digital creative production for channels of responsibility
- E-commerce merchandising leadership
- Collaboration with the brand marketing and creative production teams on direct mail deliverables
- Leading expertise in direct mail and digital customer acquisition strategies and tactics
- Intimate knowledge of direct response and e-commerce metrics
- Leadership in e-commerce website experience best practices
- Leadership in e-commerce analytics, including Google Analytics or similar
- Expertise in digital advertising platforms, including Google Adwords, DoubleClick, Facebook, Instagram, and Pinterest

QUALIFICATIONS

- Bachelor's degree or greater
- 5+ years of experience in direct response acquisition marketing and e-commerce
- Proficiency with Microsoft Office and Google products

ROOTS: JACKSON HOLE, WY

Stio is the only brand to truly live the mountain lifestyle every day from its location in Jackson Hole, Wyoming, in the heart of the Teton Range and minutes from the Jackson Hole Mountain Resort. There's a good reason the locals all stay so fit- not only do we enjoy skiing and snowboarding on world-class terrain, but we have immediate access to outdoor playgrounds in Teton Pass, Grand Teton and Yellowstone National Parks where the hiking and adventure opportunities are endless. Any style of bike riding, is available, and often on un-crowded trails with breathtakingly scenic views. The valley of Jackson Hole has over 56 miles of paved pathways that link the town of Jackson to Teton Village and Grand Teton National Park, and over 115 miles of mountain bike trails. For water lovers, the Snake River offers class II and III rapids with spectacularly scenic stretches that wind through Grand Teton National Park. Don't forget to pack your rod for some world class fly fishing. There is also horseback riding, cross country skiing, paragliding, camping, and extraordinary wildlife viewing. Recreation and inspiration opportunities abound here. This location in the heart of resort and outdoors inspires product design, corporate values and provides true authenticity that breeds brand affinity and loyalty.

Jackson Hole is also home to numerous events and festivals throughout the year that draw countless numbers of people from around the world. Some of those events include the Jackson Hole Fall Arts Festival, the World Championship Snowmobile Hill Climb, and road races like the Grand Teton Half-Marathon and Jackson Hole Marathon. We host large-scale music events such as the Targhee Bluegrass Festival, Jackson Hole Rendezvous music festival and Grand Teton Music Festival. Other events include WinterFest, Jackson Hole ElkFest and Antler Auction and the Mountain Man Rendezvous during Old West Days in Jackson Hole. And every year ends with torchlight parades and fireworks above the ski resorts.

The epic winters are why most of us moved here, and the short-but-gorgeous summers made us all lifers. If you want to live the mountain life there is simply no better home than Jackson Hole.

For additional information, please contact Mary Maliff or Deb Mason at:
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