## **Digital Marketing Manager**

Oversees and manages all aspects of digital marketing for the division, including loyalty, email, social media, web, and mobile app. Collaborating with merchandising, operations and retail teams as well as corporate and 3rd party partners.

## **Foundational Roles**

- Advertising Specialist
- Operations Specialists
- Sales Manager
- Prior External Marketing Experience

## **Promotional Roles**

- Director of Marketing
- Sales Manager
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