

DANGER JONES

VP of Marketing

Location: Los Angeles

Type: Full-Time | Senior Leadership

Reports to: President

About Us

Danger Jones is a next-generation professional hair color company shaking up an industry dominated by billion-dollar corporate brands. We're independent, artist-powered, and community-obsessed. Built by the creators of Pulp Riot (acquired by L'Oréal), we've already launched in 43 countries and are building the most loyal and passionate communities in the pro beauty world.

We're not just building a color brand — we're building a movement.

The Role

We're looking for a world-class VP of Marketing to lead and scale all aspects of brand, content, community, and digital strategy. You'll work closely with our founder (a visionary and creative director) and our President to bring big ideas to life, amplify our community's voice, and drive the next wave of global growth.

This is a *hands-on leadership role* — you'll lead the team, guide strategy, build systems, and ensure execution is world-class.

What You'll Do

- Own the brand: Keep our creative voice sharp, bold, and aligned with our founder's vision
- Build and manage the marketing team
- Develop marketing strategies for product launches, promotions, trade shows, public relations, and community engagement

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- Oversee content production (social, video, email, education), working with designers, videographers, and copywriters
 - Partner closely with sales and education to drive alignment across all channels and our global distribution network
 - Create systems for planning, review, and performance tracking — turning chaos into clarity
 - Analyze marketing performance and optimize campaigns for growth, engagement, and brand equity
 - Be an internal champion for community and creator-led storytelling
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You Are

- A strategic thinker and creative executor — just as comfortable with vision as you are with building the calendar to get it done
 - Experienced in beauty, fashion, lifestyle, or DTC brands that live and breathe culture
 - Fluent in social media, influencer marketing, content production, and community activation
 - Obsessed with quality — from packaging to TikToks to trade show booths
 - Comfortable working in an entrepreneurial, high-growth environment where ideas move fast
 - Excited to collaborate directly with highly engaged founders who know what they want — and deeply respects great execution
 - Can bounce between the boardroom and the Instagram feed
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Requirements

- 8+ years of experience in brand marketing, with at least 3 years managing teams
 - Deep understanding of creative-led and community-first brand building
 - Proven experience growing a beauty, fashion, or consumer brand
 - Strong leadership and project management skills
 - Experience working cross-functionally with sales, product, education, and executive leadership
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Why Join Us?

- Be part of a movement, not just a company
 - Work alongside a founder and team with a proven track record
 - Shape the voice and identity of one of the most respected indie brands in the industry
 - Help build a global creative community — and actually enjoy the process
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Compensation

The base salary range for this role is **\$180,000–\$225,000 USD annually**, depending on experience and qualifications. Exceptional candidates may be eligible for a **higher base salary, performance bonuses, and an equity** package aligned with company growth.

Apply

To learn more about the opportunity, connect with us privately at executive@dangerjonescreative.com.

Your inquiry and resume will be held in strict confidence, shared exclusively with the CEO and President of Danger Jones.