



Job Title: Digital Marketing Manager
Department/Group: Ecommerce
Reports to: Head of Ecommerce
Direct Reports: 3 FTE

Job Purpose:

Working in a fast-paced online jewellery business based in the historic city of Lincoln, the Ecommerce Manager at John Greed Jewellery is responsible for driving new and existing customers to the company's ecommerce site and converting shoppers into customers. The key areas of focus for this role will be the digital marketing channels. New customer acquisition is the primary objective of this role with customer retention and re-engagement as a close second.

Key responsibilities:

- Work with the Head of Ecommerce to create and manage marketing strategy in line with the business's established Ecommerce KPIs and budgets.
- Create integrated marketing campaigns taking input requirements from the Buying, Creative and Ecommerce Departments.
- Manage and optimize PPC, Email, Affiliate, Referral and Direct Mail channels according to the Company strategy.
- Create reach and engagement strategies for social media channels.
- Create and manage customer retention programmes.
- Create our customer personas and produce targeted marketing campaigns accordingly; these should be reviewed a minimum of two times per year.
- Collaborate with the Head of Ecommerce to optimise the website for SEO for organic search and to support paid marketing activity.
- Work with the wider ecommerce team to record and report marketing KPI results by channel on a weekly and monthly basis to an agreed attribution model.
- Manage and mentor your team, giving one to one appraisals and setting clearly defined goals whilst identifying coaching and learning opportunities and needs.
- Liaise, collaborate and comply with our strategic Brand Partners such as Pandora.
- Help create briefs and give performance feedback to the Creative Department where required.
- Help identify new business opportunities through keyword research and trend analysis.
- Create and manage competitor marketing analysis and adjust our marketing strategy accordingly.

- Help prepare annual budgets and continually monitor performance against them.
- Identify, liaise, set strategy, performance monitor and negotiate with third party marketing agencies as required to support the Company's marketing needs.
- Keep up to date with digital marketing technology and opportunities and implement where necessary.
- Comply with company HR policies with regards to completing, appraisals, supervisions and sick absence reporting.
- Carry out all HSE obligations for your team and adhere to the Health and Safety at Work policy, taking responsibility for your own health and safety at work and that of others who may be affected by your actions
- Anything other tasks deemed reasonable by the management.

Person & skills specification

- Educated to degree level - a degree in business, marketing, communications (CIM / IDM / MA) or related subjects would be preferred but is not essential.
- Minimum of five years' experience in a multi-channel retail or pure-play ecommerce business - fashion experience is a plus.
- Experience managing large scale budgets across the full digital marketing mix.
- Minimum two years' experience working at a senior management level in a digital marketing role.
- Proven track record developing marketing strategies, implementing them and delivering results
- Demonstrable experience of using analytics packages and AdWords data to create actionable insights.
- Strong understanding and practical experience using digital CRM and CMS tools.
- Self-motivated, detail oriented and able to prioritise their own and team's workloads efficiently; effectively prioritising multiple tasks and projects according to tight deadlines.
- To be able to work effectively under pressure especially at seasonal peak trading times.
- Demonstrate excellent communication and presentation skills.
- Strong copywriting ability to write compelling and engaging content highly desirable.
- Excellent coaching and people management skills.
- Able to take ownership of new projects and allocate responsibilities and priorities.
- Demonstrate a real enthusiasm and drive for selling online.