



JOB DESCRIPTION

Job Title: E-Commerce & Digital Manager

Reporting To: Marketing Director

Role Overview: An exciting opportunity to develop and lead a new E-Commerce Platform and Digital Strategy. You will work cross-functionally with the Marketing, Sales & Operations Teams to assist in achieving the Company's ambitious growth targets, by driving online physical & mental availability and converting this to purchase.

Deputised by: Marketing Team

Main Responsibilities:

- Lead the E-Commerce & digital marketing strategy to drive online brand awareness, affinity & sales
- Develop & launch a new multi-functional E-Commerce website alongside our partner creative and digital agencies ensuring a commercially viable fulfilment model
- Proactively review and manage all online updates on products, pricing, promotions and customer queries ensuring a best in class customer service level at all times
- Lead digital planning in line with brand strategy & guardrails, setting clear and measurable deliverables
- Assist on digital campaigns for all brands - driving recruitment and retention through targeted lifecycle campaigns, including PPC, SEO, social media and affiliated marketing
- Conduct campaign evaluation, measuring and reporting on ROI
- Manage sales through Amazon and other Pureplay outlets, identifying future opportunities and channels for growth
- Provide Marketing and promotional support to E-Commerce outlets to achieve sales targets
- Any other duties as required to fulfil Company needs

Signed by position holder: _____

Signed by Line Manager: _____



PERSON SPECIFICATION

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| Criteria: | Essential: | Desirable: |
|-----------------------------------|---|---|
| <i>Qualifications:</i> | <ul style="list-style-type: none"> ➤ Degree in Marketing/Business/Digital (or equivalent) – 2:1 or above | <ul style="list-style-type: none"> ➤ Post Grad in Marketing/ Business/ Digital ➤ Member of CIM ➤ Member of Digital Marketing Institute |
| <i>Experience:</i> | <ul style="list-style-type: none"> ➤ 3+ years' experience in E-Commerce / digital role within a B2C / B2B business OR within an agency ➤ Digital Marketing / Selling ➤ Proven experience of effectively driving awareness & traffic to B2C sites | <ul style="list-style-type: none"> ➤ Previous experience in a FMCG/CPG environment |
| <i>Skills & Competencies:</i> | <ul style="list-style-type: none"> ➤ Pro-active, self-motivated and customer focused ➤ Strong commercial & analytical skills ➤ Embraces change and has a quest for continuous improvement ➤ Creative problem solver ➤ Excellent interpersonal and communication skills ➤ Highly IT literate ➤ Meticulous attention to detail | |
| <i>Flexibility:</i> | <ul style="list-style-type: none"> ➤ Flexible approach towards working hours to allow for business travel when required ➤ Possess a full UK driving license | <ul style="list-style-type: none"> ➤ Access to a car for business use |