

# International Digital Marketing Manager

**South-East London £55-60,000 + benefits**

## Scope and Purpose of the Role

To define, create, implement and deliver against the digital marketing channel strategy in order to significantly grow the global base, maintaining strong profitability.

Responsible for shaping and rolling out the website acquisition strategy for domestic and international markets. Reporting to the Ecommerce director, the role will entail reaching and exceeding traffic and revenue goals under set ROI and KPI targets, while developing engaging and creative strategies.

## Key Accountabilities

Responsible for all digital marketing activities for ecommerce, including acquisition channels (Search, Affiliates, Display, Email) conversion optimisation and commercial/promotional planning.

Strategic responsibility for the digital acquisition and retention channels, whilst also focusing on driving revenue through increasing online sales, building on the brand's highly regarded reputation.

The role will also include developing new routes to market, including mobile and social and have ownership of the analytics process for your specific channels. Working closely with the Ecommerce, Multichannel and Marketing teams, you will develop strategies with the company's wider goals in mind and develop a small team.

## Key Responsibilities

- Develop and execute robust digital marketing plans in order to drive ecommerce sales and the customer experience through digital marketing channels.
- Work closely with colleagues across the multichannel and marketing teams to ensure activity is aligned to deliver the best experience for the customer and meet the broader business objectives.
- Liaising with third party digital agencies, with responsibility for execution of paid and organic search acquisition strategy for domestic and international markets.
- Manage the email programme and own online customer data, working closely with the CRM team to ensure that customer data is captured and utilised to drive commercial benefits.
- Provide Daily/Weekly/ Monthly reporting on activity to demonstrate attribution, results and returns, and using results for continuous improvement in efficiency of marketing spend.

### Skills, Knowledge and Experience

- Min 5 yrs Extensive digital marketing experience within an ecommerce environment, with first hand experience Email, SEO, PPC, Affiliate Marketing and Social Media channels within fast paced organisations.
- Good analytical capabilities and an ability to use and interpret data to make data-driven decisions.
- Strong organisational skills and ability to manage multiple projects concurrently.

- Proven people and team management experience, with a focus on developing high performing teams.
- Keen interest in new developments within the online industry, with a strong focus on trading digital channels.