



ECOMMERCE DIGITAL MARKETING MANAGER

LOCATION: Wendover, Buckinghamshire / London + working remotely

Join the REAL Team! We are seeking an enthusiastic and experienced **Ecommerce Digital Marketing Manager** who will take responsibility for managing digital and ecommerce activities including SEO, PPC and managing the website focused on revenue generation and analysis.

As a small team we work closely and collaboratively together and are looking for someone that fits in, who is passionate and wants to engage and promote all that we do to produce our award-winning drinks. Working with the Commercial Director, you will be responsible for building confident ecommerce promotion campaigns and strategy, driving ecommerce activities and analysing all digital channels.

There are many ambitious plans afoot for REAL over the next two years and it's a very exciting time to join the business. The team is focused on building the brand and implementing strategic commercial marketing campaigns to really engage our community, reach new audiences across both off-trade and on-trade and ultimately drive sales to grow the company.

But we need brilliant people to help us do this and we're looking for someone who is digitally minded and analytical. As such the role requires commercial thinking and the ability to understand and report data.

The role:

1. Lead on building and executing the digital marketing and ecommerce strategy including growth hacking, planning revenue forecast and budgeting.
2. Run SEO, PPC, Google Ads and WooCommerce campaigns and applications according to strategy.
3. Work with the Head of Marketing to develop, implement and launch a new website scheme.
4. Manage the website day to day, supporting the marketing team with imagery and content.
5. Contribute to the development of new content ideas and promotions in line with marketing campaigns that will drive ecommerce revenue.
6. Ensure that a fully integrated approach is taken to all campaigns with effective optimisation across existing and new digital marketing channels, including support across paid social.
7. Support the online user experience and execute direct to consumer product strategies to drive conversions, building in subscriptions models, marketing promotions and SEO-friendly copy.
8. Analyse and present website and social data working with Commercial Director via Google Analytics and other data platforms to help understand customer behaviour and purchasing.
9. Develop creative digital ads with support from Head of Marketing.
10. Manage Amazon retail and advertising through agency partners.

The candidate:

- 2+ years' experience in a similar role, in the field of digital marketing or ecommerce.
- Thorough understanding of paid search, social advertising, PPC, SEO and analytics software.
- Comprehensive knowledge of the digital landscape and e marketing platforms, ideally with some HTML and/or coding experience.
- Knowledge of managing paid digital marketing campaigns and managing budget accordingly.
- Experience with data analytics and reporting with demonstrable experience of optimising campaigns based on insight.
- Experience in building out promotional campaigns to recruit new and excite existing customers.

Attributes:

- A dynamic commercial thinker and doer.
- Exceptional analytical skills.
- High energy, outgoing with a positive can-do attitude.
- A high level of self-motivation and the ability to work quickly and accurately in a small team whilst also using own initiative.
- Excellent organisation and planning skills.

Please contact Adrian Hodgson with a cover letter and CV. Email: adrian@realkombucha.co.uk