

## **JOB VACANCY – Digital Marketing Manager**

Robena Contract Furnishings Ltd have been manufacturing curtains and soft furnishings for the contract market for over 30 years and an exciting opportunity has arisen to help lead and shape the digital growth agenda within our dynamic Yorkshire based organisation.

We have a clear ambition to step change our digital delivery, adding a direct-to-consumer offering that supplements our strong B2B history. This includes creating a new dedicated digital resource that will place our digital growth ambitions at the heart of our strategic direction. Digital is a key enabler to help us transform how we structure and engage with our consumers and customers by offering a unique service and delivery within the drapery business.

Working alongside the Managing Director, this role is focused on establishing a digital infrastructure within the business that enables us to maximise the impact of our brand communications with consumers.

### **Your Challenge:**

In 2017, we will set up a new direct-to-customer channel that will create momentum around e-commerce, e-tail and Digital marketing excellence. As the Digital Marketing Manager, you will report directly to the Managing Director and will have a major influence over how the brand will develop.

Your remit will be primarily on the consumer brand within the UK, however you will need to work across the complete global and local matrix.

### **Key Responsibilities**

- Working alongside the Managing Director, you will lead and deliver the Digital UK Strategy with full stakeholder alignment
- Develop and launch the new consumer brand by developing a distinct online presence and attracting high numbers of internet followers through social media channels such as Instagram, Pinterest, Facebook, Twitter and YouTube
- Set and manage digital performance and campaign tracking and develop strategies to increase the number of visitors to our website by achieving high-ranking placements in search results.
- Introduce common Digital KPI's, dashboards, analytics frameworks into marketing with aligned ROI analysis
- Work with our digital agency to maximise revenue and brand exposure
- Working with our suppliers to create unique offerings to our customers. This will include managing photoshoots and highlighting key trends within the interior design industry
- Research new online media opportunities that may benefit the business including mobile, social media, development of blogs and forums
- Establish key partnerships externally and establish joint projects, e.g., Instagram, Google, Facebook, bloggers
- Create and drive the UK data, social media and search strategies

### **Key Skills Required**

- 1 year+ digital experience – Agency or FMCG with a solid track record of results that have delivered business/brand/category growth
- Exceptionally self-motivated with strong personal leadership qualities and able to deliver at pace – you will be results driven with established business acumen

- Able to collaborate and influence at all levels – great communicator and able to make a positive personal impact quickly.
- Strong analytical skills – able to evaluate data and translate into value adding insights
- A team player – as a member of the team you will be expected to get involved in cross marketing initiatives outside of digital to drive the total marketing agenda

Salary dependant on experience.

All applications including current CV to be sent to:

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Business Manager

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**Closing Date: Monday 18<sup>th</sup> September 2017**