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| Function | Marketing |
| Position:  | Digital Retail Marketing Executive  |
| Job holder:  | N/A |
| Date (in job since): | N/A |
| Immediate manager (N+1 Job title and name): | Head of Retail  |
| Additional reporting line to: |  |
| Position location:  | UK&I - Remote |
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| 1. Purpose of the Job/Main Tasks – State concisely the aim of the job.  |
| * Drive on site retail growth through activation of digital toolkit, including:
	+ Managing all Everyday App communications including newsfeed articles and push notifications.
	+ Analysing and sharing app performance.
	+ Managing in-app customer feedback and sharing with operational teams
	+ Leading on new launches of the app and the rollout plan of new features as they are activated.
	+ Coordinating and designing content for customer screens (digital signage).
* Support broader on-site retail marketing initiatives as required:
	+ Create all on-site on and offline marketing material to support retail growth
	+ Adapt regionally provided brand specific retail marketing material so suitable for the H&C audience
	+ Working with Head of Retail and onsite teams to deliver a customer engagement plan, to include mystery shopping, loyalty, incentives and promotions, and advocacy programmes.
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| **2. Person Specification**  |
| Essential* Digital marketing experience, including working with creative agencies
* Evidence of Content creation skills
* Strong communication skills internally and externally
* Ability to manage multiple tasks and prioritisation
* Self-motivated and able to work on own initiative and within a team environment
* Ability to interpret and utilise financial and commercial information
* Basic data analysis

Desirable* Food retail experience, or retail marketing experience
* Using Apps and other martech for consumer engagement
* Mystery Shopper/C Sat research
* Experience of client liaison
* Matrix working and reporting
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| **3. Competencies**  |
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| Digital Marketing – multi channel | Content Creation |
| Analysis and decision making | Planning and Organising |
| Team player |  |
| Verbal and Written Communication |  |

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