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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. | | |
| |  | | --- | | **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** |
| |  |  | | --- | --- | | Digital Marketing – multi channel | Content Creation | | Analysis and decision making | Planning and Organising | | Team player |  | | Verbal and Written Communication |  | |