



Sustainable and Fair Trade Fashion

## Digital Marketing Executive

People Tree is an award winning Fair Trade fashion label with ecommerce and wholesale operations in Britain and Japan. We work with 50 Fair Trade groups in 7 developing countries to produce a stylish collection that respects both people and planet. For more details visit [www.peopletree.co.uk](http://www.peopletree.co.uk)

People Tree is looking for someone with at least 2-3 years' digital marketing and ecommerce experience to join its team. You will be responsible for execution of digital and ecommerce strategy to achieve aggressive growth targets for People Tree's international ecommerce business. The business consists of a UK multi-currency website, a Mobile APP and a German microsite. This role will require you to have a clear understanding of fashion digital marketing tasks and knowledge of how to shape the brand across all digital media channels: web, mobile and apps to help deliver a consistent digital brand experience that's editorial, experiential – and beautiful.

### Key areas of responsibilities

As the digital marketing executive you will work in the digital team and collectively the team are responsible for the following areas:

- **Digital Marketing & Ecommerce**- Management of Acquisition, Conversion and Retention Channels
- **Social Media** – Engagement and growth of online community
- **Content Marketing**- Development of content strategy and content calendar
- **Reporting and analysis** – Monitoring key KPI's and reporting on them on a daily, weekly, monthly basis.
- You will be reporting into the Senior Merchandising Manager in the interim.

### Duties

Your responsibilities will include (but are not limited to):

- Digital Marketing Acquisition– Implementation of SEO best practice for organic traffic, Paid Advertising (Google Adwords, Google Shopping, Facebook and Instagram), Affiliate marketing and retargeting
- Customer retention & Email Marketing -you will work closely with the senior merchandiser on the email campaigns and customer retention email programs for the various segments we have including loyalty, retention, reactivation
- KPI Reporting & analysis- A big part of the job is measurement and analysis. You will be required to produce daily, weekly and monthly reports.
- Social Media- Management of Facebook, Twitter, Instagram, Pinterest, Google+ accounts – producing content for the channels and ensuring we engage with our subscribers.
- Content management – Management of all content on the websites and the APP
- Updating of Product Feeds
- You will be working with a number of suppliers so it is essential that you are capable of managing supplier relationships
- Setting up campaigns and promotions on the website
- Working on ad-hoc e-commerce & digital projects.

## Required Skills, Qualifications and Experience

- Proven experience working online for a fashion or retail brand – Essential
- Minimum 2-3 years relevant experience in digital marketing including content marketing and social media, preferably in the **fashion industry**
- Proven expertise in search advertising (SEO, PPC, Adwords, Google Shopping), display advertising (retargeting), affiliate marketing and email marketing
- Experience with Google Analytics, kissmetrics or any other analytics reporting tools.
- Proficient in excel and MS office
- A basic understanding and working knowledge of HTML, CSS, JavaScript
- Experience working with content management systems and confident uploading content on to CMS
- Strong creative copywriting and proofing skills with an adaptive style that has impact online for social media -your written and verbal communication should be excellent.
- Exceptional attention to detail
- Any experience in design is welcome
- Ability to work autonomously and show initiative
- Experience of working in a fast paced environment
- A good degree or qualification or Ecommerce or Digital marketing qualification.
- You must be dynamic, an excellent communicator and highly online literate.

If you think this is you, please send your CV and a cover letter to [hr@peopletree.co.uk](mailto:hr@peopletree.co.uk), outlining why you are right for the position and why you are interested in working at People Tree. Please let us know your notice period, current salary and your salary expectation also.

- **Salary:** £25K + Benefits (Clothing Allowance, Free Fruit)
- **Holiday:** 24 days paid holiday + Bank Holidays
- **Hours:** 40 hours / week
- **Location:** The job is located at the People Tree offices in East London.
- **To apply:** Please email your cover letter and CV to [hr@peopletree.co.uk](mailto:hr@peopletree.co.uk)