



Role Profile

Type of role	Sales & Marketing
Role	Sales & Marketing Manager
Function	Spark Etail Team
Location	Spark Etail, Gateshead

Role details:

Purpose:

Spark Etail owns and operates a number of multi-channel (online and print) ethically minded brands which operate in a growing ethical market in the UK (including ethicalsuperstore.com and naturalcollection.com). We are looking for a Sales & Marketing Manager who has first-class experience in ecommerce, working with external agencies and growing sales through targeted, tactical marketing.

As the Sales & Marketing Manager, you will have oversight and input into our entire ecommerce strategy. You will set budgets, create marketing plans and sales forecasts and analyse marketing activity and return on investment of multi-channel campaigns from top-line down to individual customer level.

You will work with our existing team and with external agencies on everything from PPC, SEO, Social Media Marketing, PR as well as Email and Catalogue Marketing.

Dimensions:

Type	Permanent. 40 hours per week.
Number of direct reports	1 (Marketing & Customer Experience Exec.)
Financial	Contribution to achieving sales goal through managing marketing costs in line with budget
Reports to	Managing Director
Salary	£30,000 - £35,000

Key outputs:

The job holder is responsible for:

- Recruitment of new customers through all marketing channels
- Retention of existing customers through targeted and lifecycle marketing
- Stimulate existing customers to purchase, increase AOV and order frequency
- Work with internal team to further/develop:

- Catalogue RFM & Distribution
- Internal & External PR
- Social Media Advertising
- Email marketing
- Work with external creative agencies to manage/develop:
 - Pay Per Click advertising (with internal support)
 - SEO/SEM (with internal/tech support)
- P&L and budget planning for all marketing activity
- Reporting on all marketing activity
- Developing a commercial calendar and marketing plan
- Customer analysis and print marketing distribution planning

Other Related Tasks

- Work with the Managing Director and other managers to develop internal processes and systems in line with the business' evolving needs
- Carry out other duties which may or may not be related to the job, as reasonably requested by management.

You will also be expected to coordinate your work within the Spark Etail and Spark Response teams and also with clients, agencies and other service providers.

Key Relationships:

Spark Etail team, wider Spark Response management team, creative agencies.

Qualifications:

- A degree or equivalent qualification in relevant sales or marketing discipline.
- A CIM qualification is desired but is not essential

Experience:

The following experience is essential for the role:

- Working in the online / ecommerce industry
- Knowledge of PPC / SEO / SEM and Social Media marketing
- Budget / P&L Management
- Sales & Customer Analysis
- Experience of large volume B2C retail

The following experience is desirable:

- Experience of working with catalogue and other print marketing
- Experience of working with FMCG and a department store product range
- Multi-brand selling and management
- B2C & Wholesale Sales
- Blogger / network building
- Campaign planning and design
- At least 5 years experience in a similar role

Personal Skills and Knowledge:

- Good communication skills and interpersonal skills
- Committed and flexible
- Work as part of a team and own initiative where appropriate
- Strong analytical background
- Creativity and taking the initiative

Personal Qualities

- An ability to 'make things happen'
- Able to cope with change and stressful situations
- Empathy with the Spark Etail mission and goals