

Job Description	Marketing Executive
Reports To	Vic Morgan, Director
Salary	£15,000 - £20,000 based on experience
Hours	37.5 hours per week
Terms	Full-time post

We are looking for a Marketing Executive who will be responsible for generating online revenue for the Spark Etail webshops, including Ethicalsuperstore.com, Natural Collection, and OneGoodMarket.com. The candidate will ideally be someone who is entrepreneurial, is passionate about fair trade and ethical products, and has strong experience in online marketing.

The Marketing Executive's main responsibility is developing and managing web-based marketing activities, including online advertising, 3rd party marketplace partnerships, online PR, social marketing, and content programmes.

The Marketing Executive will work under the direction of the Directors, together with the relevant team members, to increase web traffic, product sales and other revenue through online promotional activities, encompassing the following tasks:

- Develop and manage online advertising campaigns, including pay-per-click (Google, Yahoo, MSN) and incoming banner advertising
- Manage PR and social marketing activities, including copywriting and liaising with journalists and bloggers and maintaining activity on our blog, Facebook and Twitter.
- Manage affiliate programmes, partnerships and other initiatives involving links with other websites
- Develop new seller accounts and manage relationships for our OneGoodMarket.com marketplace
- Develop new revenue opportunities including paid advertisements and partner promotions
- Update websites with relevant promotions, SEO content including landing pages, and assist with product copywriting and uploads to our e-commerce system
- Analyse and monitor competitor marketing and promotional activities online
- Report on key performance indicators relating to sales/plans and budgets
- Coordinate closely with other team members in buying, IT, and customer services.

CANDIDATE SPECIFICATION

Qualifications and Experience

Essential

- Degree or equivalent qualification in sales or digital marketing
- At least 2 years experience in web-based marketing
- Experience working with spreadsheets
- Knowledge of online marketing tools including Google Adwords marketing and affiliate marketing

- Experience copywriting
- Experience in account management or personal selling

Desirable

- Experience working in an online retailing environment
- Experience working with ethical products (fair trade, eco, organic, etc.)
- Experience in authoring website content/blogs and affiliate programmes
- Knowledge of HTML
- Experience of sales writing for the web
- Knowledge of photo editing tools

Personal Qualities

- An ability to 'make things happen'
- Passion for achieving sales and creating a "buzz"
- Able to cope with change and stressful situations
- Sympathy with the Spark Etail mission and goals

Application details Please email your CV and any questions to vic@sparketail.com.
Strictly no agencies.