



ng and E-Commerce

27 Aug 2019**Sydney, CBD, Inner West & Eastern Suburbs****Full Time****Marketing & Communications, Management****CATERING, EVENTS & BEAUTY PORTFOLIO****ABOUT US:**

part of an award winning group that compromises a flourishing portfolio of companies in the hospitality and beauty industries, looking to excel at our digital and eCommerce functions. We are a fast paced, relationship focused company that offers a range of products and designed to be remarkable in their respective categories.

ABOUT THE ROLE:

An exciting career opportunity exists for an expert full time Head of Digital Marketing & E-Commerce for both the Hospitality and Beauty business portfolios. Due to significant growth, we are now seeking to expand our team to position our businesses to shape our marketing model to fully embrace digital engagement with our customers.

As Head of Digital Marketing & E-Commerce you will be responsible for the growth and management of the digital sales funnel across all business.

You will be leading the digital marketing strategy for the businesses including using digital advertising and search to drive leads, organic and paid social strategies, better leveraging above the line revenue, SEO, SEM, email marketing, through to optimising our digital assets to improve conversion.

The role requires a proven track record with results in leading and evolving digital marketing, through innovative technology strategies, engaging content, financial acumen and implementing partnerships across operations and marketing.

Reporting to the Group Business Manager and Director you will oversee and implement digital marketing strategies and e-commerce that align with the customer demographic, ensuring the messaging is effective and successful across all global markets.

KEY RESPONSIBILITIES:

- Shape our marketing model to fully embrace digital engagement with our customers;
- Strategise, implement and manage e-commerce & digital activities;
- Drive sales, profit and consumer experience metrics via e-commerce and digital strategies;
- Optimise various paid and unpaid marketing channels to maximise ROI sometimes managing external media/digital agencies;
- Use customer data analytics to identify opportunities to drive customer engagement, profitability and growth;
- Leverage limited edition offerings / content to ensure freshness, relevancy, consistency and appropriate balance of brand story-telling and commerce;
- Coach and develop a small team to ensure that they drive maximum results;
- Manage execution of content, site, traffic and marketing campaign analysis;
- Email marketing that strives for acquisition and retention;
- Increase social media engagement and develop sales channels;
- Manage website analytics, SEO + Split A/B testing data for strategic insights for continual performance improvements;
- Consult on UX development and continual refinements to optimise user experience and conversions;

TO BE SUCCESSFUL IN THE POSITION YOU WILL HAVE/BE:

- Tertiary qualification in business, marketing, commerce or related field;
- 5+ years hands-on experience in a similar digital role and also in e-commerce marketing;
- Proven management skills, with ability to deliver multiple projects concurrently;
- Ability to balance short-term sales with longer term strategic goals and bridge the gap between marketing, technology and department heads;
- Have an obsession for perfecting the customer journey experience;
- Track record of last click conversion across all online channels;
- Expert level ads manager in FB, Google Analytics, FB analytics, email marketing, website optimization & customer experience software;
- Demonstrated ability to develop comprehensive digital marketing & communications plans, and translate them into day-to-day activities;
- Enjoy a fast paced, proactive work environment with clear directives and KPIs;
- Ability to use a variety of web development and graphic design tools (HTML, Adobe suite, Google Analytics, content management systems) is a must;
- Natural passion to working with hospitality and beauty brands.

SALARY AND BENEFITS

Salary and Bonus package will be based on experience

Great prospects for development and growth within the group

Be a part of one of Sydney’s premier delivered catering and events companies

GENERAL:

Must have working rights in Australia.

Apply in writing to the Group General Manager with your resume and cover letter.

Full-time, CBD based position

The application form will include these questions:

- What's your expected annual base salary?
- Have you completed a qualification in marketing?
- How many years' experience do you have in digital marketing?
- How many years of people management experience do you have?