

Job Title: Digital Marketing Coordinator

Location: Hyde, Greater Manchester

Application Deadline: 01.04.24

Outdoor & Sports Company Ltd have a fantastic opportunity for a Digital Coordinator to join their Mountain Equipment brand based in Hyde, Greater Manchester.

About Us:

Mountain Equipment, born out of the rugged landscape of British mountaineering and alpinism, stands as a beacon of authenticity and purpose. For over six decades, we've led the way in designing and engineering peerless and functional gear for those who live and breathe the mountains, not for glory or recognition but purely for necessity. It's by combining both the craft and the practice of alpinism that we create what we do.

Our headquarters in Hyde, Greater Manchester, exemplifies our values. Our focus on functionality and sustainability is reflected in our commitment to producing unparalleled products and engaging our authentic community while striving to minimise our environmental impact.

At Mountain Equipment, our people are our foundation. Our shared values and vision help us to foster a culture of growth, camaraderie, and reverence for the outdoors.

So, if you share our passion for the mountains and embody our values of Simplicity, Efficiency, Honesty and Self-Responsibility, and if you're interested in joining a genuinely authentic, purpose-driven brand that creates exceptional products, then we would be thrilled to hear from.

About the Role:

We are seeking a passionate, skilled, and highly organised Digital Marketing Coordinator to join our central marketing team in Hyde, Manchester.

As the Digital Marketing Coordinator, you will manage our primary website and plan, curate, and deliver our seasonal digital marketing plan. You will align content and activity with our brand marketing and DTC strategy.

Your role will be fundamental in maintaining and enhancing our brand's online presence, engaging and growing our community through social and email marketing, and driving traffic to our primary digital platform.

Key Responsibilities:

- Website Management & Merchandising: Manage website content and product merchandising to optimise the online storefront as per our seasonal brand and commercial calendars.
- CRM Management: Build and maintain our CRM system (Klaviyo), delivering personalised marketing and ecommerce communications.
- Social Media & Community Engagement: Be the voice of Mountain Equipment on social media platforms, developing engaging content strategies and fostering brand advocacy.
- Content Creation & Partnerships: Collaborate with the Athlete and Content Manager to curate compelling content and coordinate partnerships aligning with brand messaging.
- Traffic Generation: Drive organic and paid traffic to our digital platforms, implement SEO strategies, and optimise digital advertising campaigns.
- Customer Experience Enhancement: Identify opportunities and work with our central digital delivery team to enhance the digital customer experience and streamline online shopping.
- Support for Marketing Initiatives: Collaborate with global teams, assist with priority projects, and provide insights based on analytics data.

The successful candidate will have:

- Essential is a deep passion for the outdoors; a keen interest in climbing and mountaineering would be desirable.
- 2-3 Years experience in digital marketing and community management roles.
- Bachelor's degree in marketing or related field.
- Content creation and editing experience for the website and social channels using InDesign, Photoshop, Canva and Premiere Pro tools or similar.
- Proficiency in social media management tools and CRM systems such as Klaviyo and Mail Chimp.
- Excellent communication skills, both verbal and written.
- This role requires an exceptional level of attention to detail with excellent organisational skills.
- Able to demonstrate effective and timely multi-level communication.
- Strong analytical skills and ability to interpret data to drive actionable insights.
- Applicants must possess the legal right to work in the UK.

Benefits:

- Friendly and supportive team
- Annual 'mountain' activity team away days
- Health cash plan (Simplyhealth Level 1)
- Cycle 2 Work scheme

- 25 days holiday plus Bank Holidays
- Holiday purchase scheme & holiday carry-over days
- Employer pension contributions
- Work from home days (following successful completion of probation)
- Generous discounts on a wide range of products and brands

How to Apply:

Job applicants must submit a resume and cover letter via [indeed.com](https://www.indeed.com) or by emailing vacancy@oscltd.co.uk. The cover letter should detail relevant skills, experience, and any interest in mountaineering, climbing, or broader outdoor participation.

Please Note: If we receive a good volume of suitable applicants, this vacancy might close before the date advertised; therefore, please apply as soon as possible if you are interested in the role.

We thank all applicants for their interest; however, only those selected for an interview will be contacted.