

E-COMMERCE EXECUTIVE

Born in a Welsh barn in 1997, TOAST has grown from loungewear and nightwear to become a unique lifestyle brand, creating and curating simple, functional, beautiful clothing, home ware and editorial.

TOAST is renowned for its thoughtful, contemporary design and commitment to traditional textiles and craftsmanship.

TOAST has studios in both London and Swansea and is one of the very few UK clothing brands with its own full pattern room.

TOAST has shops throughout the UK and an online shop www.toa.st

The emphasis within the TOAST workplace is:

Thoughtfulness - In all we say and do. We foster a slower and more thoughtful approach for the benefit of people and the planet.

Simplicity - Our creative approach is purposefully simple without sacrificing on functionality.

Creativity - We embrace the use of imagination, experimentation, innovation and dynamic thinking to formulate original ideas.

Integrity - We are honest, genuine and transparent. Our community trusts us to do the right thing.

Courage - We strive to lead the way with brave choices and challenging discussions to encourage and inspire others.

As part of the TOAST team, you are a catalyst for the brand's successes. To realize our ambitions we need you to share our interests and values, have an enthusiasm for TOAST itself as well as a deep knowledge and love of your own specialist area.

In return for your dedication, TOAST will offer a supportive and friendly working environment with flexible working hours and generous staff discounts. You will receive a comprehensive induction, including product and brand training, that helps to plant a deep understanding of TOAST that can be carried confidently through your work and into the outside world.



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REPORTS TO E-Commerce Manager

LOCATION London/Swansea

FULL TIME - PERMANENT

Role overview

Assisting the E-Commerce Manager, you will help to execute third party activity, primarily across Search, Social & Retargeting. You will provide a compelling and seamless customer journey for both existing and new customers, remaining true to the TOAST brand and its values.

You will also be responsible for content on the international versions of toa.st and will work with the E-Mail Marketing & Content Manager to manage the international email schedule.

Across all areas, you will be required to brief or execute each element of the plan, coordinate text and imagery, and produce results and business reporting.

Responsibilities

Work with the E-Commerce Manager to maximise all global opportunities with our retained agencies, partners & platforms and to ensure that relevant content is shown to each international audience whilst delivering maximum return on investment.

Hold day to day responsibility for content on the international versions of toa.st, managing any country-specific data input.

Work with the E-Mail Marketing & Content Manager to manage the international email schedule and co-ordinate any text and imagery required for international versions of emails.

Manage the sign off of international emails and website content with the relevant internal teams and senior management as required.

Liaise with relevant teams on projects (Brand, Marketing, Merchandising etc.) ensuring timely and brand-sensitive delivery.

Ensure all digital communications link effectively into the relevant content on the website and that all performance is tracked.

Analyse performance and monitor KPIs, tracking all results daily, weekly and monthly and report your findings and recommendations to the business.

Support the E-Commerce Manager on wider digital marketing activities as required.

Any other duties deemed appropriate.

Skills/Experience

Highly numerate and literate

Experience in a digital role, with some international understanding

Experience in using email marketing software

Enthusiasm and keen eye for creating collections of product that are visually pleasing

Detail-oriented, deadline-driven, self-motivated and able to multi-task

Solid organisational and time management skills

Excellent reporting skills

Understanding of web analytics

A strong appreciation of the TOAST brand, its values and tone of voice

Ability to communicate and collaborate

Benefits

Cycle to Work scheme

Generous staff discount

Flexible working

Access to Employee Assistance Programme

To apply please send a CV and covering letter to jobs@toa.st