

Performance Marketing Executive

Reporting to: Head of Growth

Salary: £35k+ depending on performance

Package: Performance Bonus, Share options, Private Healthcare, Pension

Based: Remote + London / Hampshire

Who we are

Our mission at DR.VEGAN® (www.drvegan.com) is to become the global go-to ethical consumer wellness brand. We provide award-winning and uniquely efficacious plant-based formulas to meet consumers' needs, and free expert nutrition advice. All our supplements are delivered in 100% plastic-free and certified home-compostable pouches.

We transform the quality of people's lives by addressing their everyday health goals, and we make a difference to the planet at the same time. We're rated 'Excellent' on Trustpilot with over 4,000 reviews and we've saved over 15 tonnes of plastic since launch. From providing "game-changing" formulas (our customers' words, not ours) that help people thrive through menopause, overcome chronic IBS, replace anti-depressant medications with natural formulas, or transform their productivity at work and much more, we want to make change happen.

We're a young, profitable business with sales in the UK and internationally, growing at over 80% p/a. As well as being available at drvegan.com and Amazon UK, we're listed in stores and online with premium retailers including Whole Foods and Revital, alongside mainstream health food stores and pharmacies including Medino, Superdrug, Holland & Barrett and others. We also have distributors in South Africa, Hong Kong and the Caribbean, and we recently launched on Amazon US.

Customers come first in everything we do. We're ambitious, we break taboos, we deliver innovation, and this requires people who share a passion, and who want to be the best at what they do, a curiosity and thirst for knowledge, who want to achieve and make things happen.

Job Summary:

The Performance Marketing Executive at DR.VEGAN® will play a crucial role in driving our digital marketing efforts and enhancing our online presence. This role will be responsible for planning, implementing, and optimizing performance marketing campaigns across various digital platforms. The ideal candidate should have a passion for health and wellness, a deep understanding of digital marketing strategies, and a track record of achieving measurable results.

Key Responsibilities:

Campaign Management:

- Plan, execute, and monitor performance marketing campaigns across platforms such as Google Ads, Paid Social (Meta & TikTok), and other relevant channels in line with the overall goals set by the Head of Growth.

- Collaborate with the marketing team and external agencies to develop effective campaign strategies aligned with brand goals and target audiences.
- Monitor campaign budgets, optimize bidding strategies, and adjust targeting parameters to achieve optimal ROI.

Analytics and Reporting:

- Utilize analytics tools to track campaign performance, analyze key metrics, and provide actionable insights to enhance campaign effectiveness.
- Generate regular reports highlighting campaign performance, key findings, and recommendations for improvement.

Keyword Research and SEO:

- Work with SEO agency and our content team to identify opportunities for organic growth and optimize website content for search engines.
- Stay updated with SEO best practices and implement strategies to improve organic search rankings.

Conversion Rate Optimization (CRO):

- Collaborate with the team to create compelling and optimized landing pages to maximize conversion rates.

Budget Management:

- Regularly analyse spending patterns and adjust budgets based on campaign performance.

Stay Updated:

- Keep abreast of industry trends, new digital marketing tools, and emerging platforms to identify innovative opportunities for growth.

Collaboration:

- Collaborate with cross-functional teams including design, content, and social media to ensure a cohesive brand message across all marketing channels.

Qualifications:

- Bachelor's degree
- 2 years of experience in performance marketing, preferably with a background in Paid Social.
- Eagerness to learn new platforms and take on more channels such as affiliates and influencer marketing.
- Proficiency in using digital marketing platforms such as Google Ads, Facebook Ads Manager, and analytics tools.
- Strong analytical skills with the ability to interpret data and make data-driven decisions.
- Excellent written and verbal communication skills.
- Creative mindset with a keen eye for detail.
- Ability to work independently, manage multiple projects, and meet deadlines in a fast-paced environment.

If you are enthusiastic about performance marketing, share our commitment to plant-based nutrition, and are eager to drive our brand's online presence to new heights, we encourage you to apply for this exciting opportunity.

To apply, please email your CV and cover letter to sophie@drvegan.com.