

Senior Digital Marketing Executive

The Role

TileStyle is an innovative, design-led interiors business supplying tiles, bathrooms, kitchens and wood flooring to residential and commercial clients. Operating from Europe's largest tile & bathroom showroom, TileStyle now spans 10 divisions, including an eCommerce business, a Trade Store and a Kitchen Studio.

We are looking to hire a skilled **Senior Digital Marketing Executive** to join the marketing team. The successful candidate, reporting to the Head of Marketing, will be tasked with devising and implementing the company's digital marketing, social and content strategy for the entire TileStyle business generating showroom and website visitors and communicating TileStyle's portfolio across B2B and B2C audiences.

Responsibilities

- Lead and manage the planning, development, delivery and budget of all digital marketing acquisition channels (organic and paid) in conjunction with external agencies and suppliers
- Create high quality written, visual and video content
- Plan and implement compelling campaigns to attract the attention of retail customers and B2B audiences across all platforms
- Monitor and analyse the acquisition funnel across all marketing channels to ensure constant optimisation and evolution
- Provide business reporting on insights and proposed actions to drive growth
- Technical and content SEO to drive traffic, footfall and sales
- Manage all aspects of digital communication for promotions, product launches and events
- Monitor and respond to queries across the various social media platforms
- Work with internal stakeholders and external suppliers on content creation to ensure best in class digital communications
- Collaborate with the wider marketing team regarding campaigns and strategies to help achieve the overall objectives of the company

The Candidate

- 4+ year's experience in a busy digital marketing environment, preferably with an ecommerce element
- Extensive experience in digital marketing strategy, management and reporting across PPC, SEO, social, display and remarketing channels and affiliates and online partnerships
- Excellent knowledge of Google analytics.
- Analytical and data driven, with the ability to define KPIs, delivering online traffic, footfall and revenue and measure performance
- Strong ability to track and analyse results and report findings and recommendations
- Experience in content creation. Graphic design and copywriting skills essential.
- Experience in working with external suppliers and dealing with multiple stakeholders
- Flexible approach with the ability to manage multiple projects and work to tight deadlines
- Creative, detail-oriented, impeccable organisational skills
- Experience in the interiors or construction industry an advantage
- Shopify knowledge an advantage, but not essential.