



Marketing & Comms Manager

Introduction

Veloforte exist to help to active people #fuelbetter. We're a 21st Century nutrition brand that energises healthy lifestyles, enhances performance and improves health and well-being. We do this with a range of the finest handmade all-natural products that are fit for purpose, fit for body and totally delicious... it's a game-changing offering in the market, the ultimate upgrade.

For our customers, the value is clear: No more synthetic gloop, fake flavours, artificial ingredients or powdery textures and tummy troubles - just 100% natural ingredients blended into perfectly optimised recipes that are a delight to eat... the perfect real-food to energise their active lifestyle.

10,000+ consistently 5-star reviews and counting... We're the only nutrition brand to have ever been awarded multiple Gold's at the prestigious Great Taste Awards (now 4 years in a row) and are recognised as a break-through leading nutrition brand by professional athletes, high profile Magazines and thousands of customers. Our quality and confidence in our products is so high that we actually guarantee our customers will love them, or their value back.

The opportunity:

This is a great moment to join us. Veloforte is a rapidly growing and advancing multi-channel business, with exciting D2C opportunities. As the *Marketing & Comms Manager* you will be working directly with the Founders, responsible for supporting e-commerce performance with world-class content and messaging, proven through data. And you'll take the brand to new audiences with world-class activations and exciting partnerships.

Responsibilities:

The marketing team:

- You will lead and manage the marketing team on a daily basis, arranging and chairing key meetings and establishing task lists with each member.
- Managing communication between leadership and the marketing team is key, through both reporting and regular catchups.

Communications strategy and delivery:

- Working with leadership and the performance team, you will devise and deliver the Veloforte communications program (BAU and campaign). This will include a range of commercial and brand lead moments, activated across owned, earned and paid channels.

Reporting:

- Although not solely responsible for e-commerce performance, you will be responsible for assessing and reporting on: Sales performance, Website performance, Channel performance.
- A knowledge of paid media channels (Facebook Ads, Google Ads) is crucial. You will sense check channel strategy and in some cases actively build campaigns.
- Dashboard creation and management using tools such as Data Studio/ Excel to allow us to clearly identify performance trends and make timely decisions.

Creative & Copy:

- All outputs will be owned by you, working with our designer and content contributors. You will bring your own copy style to the brand, elevating messaging, and driving forward creative updates.
- Briefing creative will be a key responsibility, alongside sourcing content, photo and motion.
- You will support the other sales channels like Retail and Amazon with digital and physical assets.

Email:

- Based on the comms calendar (that you will own, iterate and evolve) you'll deliver all newsletter, campaign & automated flows emails.
- Working with a CRM specialist, you'll lead messaging and content to our existing customers, and work with the performance team on RFM models and segmentation.

Email marketing performance & revenues will be a key focus for growth

Customer activation:

- Alongside the CRM specialist, you will leverage all of our customer activation tools like rewards programmes and refer-a-friend schemes.

Events, partnerships and ambassadors:

- You will find new and exciting event opportunities across a wide range of sports, building VIK proposals and media opportunities.
- Working with the social media and community lead to create a tiered system of ambassadors and influencers, leveraged cross earned and owned channels.
- Build on existing brand partnerships, and create new ones, to elevate the brand and add value to our existing customers.

Website:

- You will play a key role in organising the merchandising of new products and collections on Shopify, including tagging, product imagery, descriptions and dynamic sections.
- Working with the marketing team you will arrange updates to home page elements and 2nd tier pages (About Us, How To's).
- Taking direction from the SEO lead, you will commission performance driven blog content, supporting the build with copy and imagery.

Tech Stack:

- We use typical e-com D2C technologies that you will need to be (or quickly become) proficient in. From building product pages to email campaigns or manipulating GA data and updating campaign assets to Reporting.

Shopify - ecommerce / Klaviyo - eCRM / Smartrr - Subscriptions / MentionMe - Referrals / Smile - Rewards / GA/ Google Ads/ PPC/PLA/ Bing/ FB & Insta / Tidio - Live chat bot

Role Terms:

Contract term: Rolling or Full Time

Starting immediately

Minimum 4 days per week

Remuneration: Dependent on experience

Notice: Month 1 = one week, moving to 30 days unless otherwise agreed

Based in the UK

Please send your details directly to: careers@veloforte.com

