

allplants

Performance Marketing Lead

allplants is a VC-backed B-Corp on a mission to become Earth's most forward-thinking food company. We believe food is the bridge between people and planet, so put social impact first, while feeding the world health, happiness, love through delicious, plant-based food. Since launching in Jan'17 we've bagged awards, serving >160,000s meals through our 5-star, online shop and subscription service.

Today we deliver delicious ready-to-eat meals to your door. They're flash frozen, chef-prepared and totally plant-based - taking the compromise out of healthy convenience. From a creamy Cashew Mac to a rich and spicy Jerk Jackfruit, each dish we deliver is 100% cool for vegans and packed full of plant powered goodness . And that's just the beginning.

In the next 12 months, our online offering will grow as we introduce new recipes, serving formats and eating occasions for our community of food, sustainability and wellness heroes. We aim to do for plant-powered food, what BrewDog have for craft beer: developing multi-channel expertise through owned and earned touch-points, while achieving what Red Bull have for niche sports within plant-based living: making it aspirational and celebrated through media, campaigns and events.

Our plans for 2018 and beyond are bold, delicious and daring - and our founders and investors are an experienced team of serially successful tech entrepreneurs, creative brand builders and flavourful food operators, all driven to truly transform food and have some fun while we're at it.

the role.

Working with us, you will:

- Create and plan a programmatic approach to PPC/SEM campaigns across a range of digital channels;
- Own all existing campaigns, identifying and implementing improvements to optimise them;
- Analyse trends + make data-driven decisions to improve targeting, timing, placement, offer for adverts;
- Make creative suggestions for advert templates, collaborating closely with our creative team to bring to life new ad copy messaging and stories, and proof-read like a hawk;
- Produce detailed analysis and reports of campaigns, presenting data and reports to the broader team;
- Feed into the digital strategy and be a key component of digital success in consumer market expansion;
- Identify and execute conversion optimisation and split testing on ads and web to maintain high experimental velocity with a continuous pipeline of prioritised experiments;
- Work to lower and stabilise CAC as we scale spend, reach and volumes;
- Identify and assist in troubleshooting technical/attribution/analytical issues as they arise.





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your skills and experience.

You'll be a great fit here if:

- You are working at a high growth startup, have learnt a lot and are itching to find an earlier stage team to drive growth and do something to make our world a better place;
- You have 3-5 years marketing experience across digital and data-driven media (this experience level is a guide, all we care about is your skills and drive);
- A starter and doer. Demonstrates exceptional experience as a PPC/SEM marketer (AdWords or FB - *ideally both*) and a track record of delivering, measuring and improving on successful campaigns;
- Adtech fluency. Experience with ad management interfaces and bidding tools (Google, Bing, Facebook/Instagram, Twitter, LinkedIn, Programmatic Ad Tech platforms)
- Analytical. Confident mathematically and enjoy analysing data sets to generate actionable insights;
- Testing champ. Have examples of delivering results via A/B testing and conversion rate optimisation;
- Detail-oriented. You're a diligent proofreader with strong copywriting skills;
- Highly organised. You have a natural desire to keep plan and track projects - ensuring nothing is missed;
- Proactive. With a can-do attitude, full of great ideas and able to get stuff done autonomously;
- Enthusiastic about eCommerce, tracking and attribution, and all aspects of performance marketing;
- You bring a sense of humour, high energy, and passion for the plant-powered future we're building;
- *Knowledge of Supermetrics, reporting automation and Adword automation at keyword level is a plus.*

our offer.

- Do something that matters, that our world needs, and work with people on that same mission
- Competitive salary package including share scheme and pension
- Career development plan & training at Europe's fastest growing plant-powered food startup
- Free healthy lunches, breakfast and snacks, as well as staff discounts on *allplants* deliveries.
- You'll be part of a business with purpose, using commercial growth to better serve people & planet
- Join an energetic, passionate and supportive team, who care about every dish and each other
- Get in early at a VC-backed B-Corp startup, while growing alongside an *allstar* team
- Regular social gatherings and an intimate, collaborative environment

interested?

Email us with your CV and explanation on why you'd like to join the team to alex@allplants.com

