

# W NDERLUSTLIFE

## INTERIM MARKETING MANAGER

**Salary:** Day rate, negotiable depending on experience

**Contract:** Freelance – 6 months (2 days a week)

**Start Date:** May 2020

**Location:** Wanderlust Life Studio, Braunton, North Devon (1 day per week, 1 day can be remote)

**Reports to:** Georgie, Founder & Creative Director

**Direct Reports:** Two

## ROLE & RESPONSIBILITIES

### The main aim of your role:

Working closely with Georgie, founder & creative director, the role requires you to deliver the marketing plan for Wanderlust Life in line with the brand values.

As Interim Marketing Manager, you will deliver a strategy that increases the size of our customer database & drives retention from our customers, both in our retail shop & online store.

Working with our small team & freelance partners, you will plan, produce & execute compelling product & brand stories across all consumer touch points (retail, web, newsletters, social, PR, paid, wholesale). Delivering a seamless customer journey that will inspire, convert and retain Wanderlust Life's customers.

This role is part strategic, part creative and a lot of execution – you need to be able to demonstrate all three skillsets.

### The role in detail – Interim Marketing Manager

#### Budget, Planning & Strategy

- Oversee the implementation of integrated marketing plan for Q3 & shape the plan for Q4 to deliver against agreed acquisition, retention and ROI targets.
- Responsible for monthly reporting on KPIs & ROI. You will need to interpret and interrogate the data, agree changes and implement accordingly.
- Responsible for tracking marketing budget.

#### Brand

- Ensure that brand look & feel, and tone of voice are maintained & consistently executed across of consumer touchpoints (retail, web, newsletters, social, PR, paid, wholesale) in line with the roadmap.

#### Seasonal Collection

- Work closely with Georgie, founder, & Becky, head of design, to build knowledge of planned products to create the messaging and storytelling to support the marketing of these products.
- Support Georgie with shoot planning & budget management.
- Ensure brand marketing requirements are met during studio and location shoots & editing process.
- Brief copywriter on product descriptions & collection copy.
- Produce clear and concise briefs for freelance Designer for all channels. (PR & wholesale look book, POS, paid social)
- Plan & execute activation on all touch points (PR, web, newsletter, BAU, social, paid social)

#### Programming

- Work with the Web Trading Coordinator to manage the roadmap, responsible for aligning tactical sales promotions & seasonal campaigns across on & offline channels.
- Plan & execute activity by channel (social, newsletter, blog, web, retail)
- Keep Wanderlust Life team informed of all marketing activity.

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## **Digital Marketing**

- Support the Web Trading Coordinator in planning, activating & optimise performance of paid digital channels (external agency) within agreed budgetary targets to drive acquisition & retention (PPC, Facebook, Instagram, referral program).
- Ensure Wanderlust Life adheres to GDPR.

## **Email marketing**

- Manage the Marketing & Content Coordinator & Junior Designer in delivering weekly newsletter program in line with brand and trade objectives.
- Test and analyse newsletter results to optimise performance.
- Plan & improve the customer journey & BAU emails & offers (Welcome, Nursery, Order Confirmation, etc)
- Opportunity to implement consumer segmentation to improve newsletter performance by more targeted & personalised communications.
- Monitor data capture in store & identify opportunities to increase newsletter sign up (retail data capture, competitions, brand partnerships).
- Responsible for list management.

## **Content Marketing**

- Forward plan and deliver engaging, compelling and aspirational content across Wanderlust Life owned channels (web, newsletter, and social platforms) that supports the brand SEO objectives.
- Build high authority links through a number of different means in order to help with the overall growth of organic traffic.
- Support Georgie in the production of the biannual printed The Journal.
- Produce clear and concise content briefs for copywriter & designer.

## **PR, influencers & social media**

- Work with our external PR to develop a seasonal plan, ensuring effective delivery of press coverage to increase organic coverage, raise our brand profile and overall awareness nationally.
- Responsible for completing entries for awards.
- Oversee that activity across our social media channels is aligned with the roadmap & is supporting our overall brand story.

## **Brand partnerships / adhoc**

- Actively seek and develop appropriate brand partnerships to raise awareness and extend brand as a way to reach new and relevant audiences.
- Identify and implement opportunities to optimise and enhance our seasonal marketing plan

## **Key responsibilities**

- Manage the relationship with our third-party partners (Freelance Designer, Copywriter, Ecom Merchandiser) & internal team (Marketing & Content Coordinator & Junior Designer).

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## **To apply**

- To apply for the position of Interim Marketing Manger, please email your CV and a covering letter to: [hello@wanderlustlife.co.uk](mailto:hello@wanderlustlife.co.uk)
- Closing date: Friday 27th March