

JOB DESCRIPTION

JOB TITLE:	Digital Marketer
DEPARTMENT:	Marketing
REPORTS TO:	Head of Marketing & E-commerce
ROLE TYPE:	Full- Time
LOCATION:	Moreton In Marsh, Gloucestershire
SALARY:	Competitive

COMPANY PROFILE

Holland Cooper is a brand so synonymous with British luxury it's recognised instantly in its use of the most superior Scottish woven tweed and wool combined with the finest suede and leather offering luxury tailoring for both men and women.

Established in 2008 designer Jade Holland Cooper saw a gap in the market for contemporary tweed wear, and armed with a wealth of design experience, infused with her passion for outdoor pursuits ensnared and consequently monopolised this market sector.

The offering is collectively outerwear and accessories with signature pieces including the bestselling Holland Cooper Tweed Cape. These sit congenially alongside a collection of superbly crafted wraps, jackets, coats, skirts gilets, hats and scarves.

Each tweed piece is hand cut and made wholly in Great Britain. Wools are spun from their raw state into yarns with up to 7 different colour wools and expertly woven into magnificent tweeds in mills that have been running more than 200 years.

We are looking for another strong team player to join us on our journey in establishing Holland Cooper as an international premium brand.

THE ROLE

As a Digital Marketer, you will be responsible for carrying out all aspects of online marketing through a range of different digital media, reporting to the Head of Marketing & E-commerce.

GENERAL RESPONSIBILITIES

- Collate and report back monthly on performance statistics for all digital communications across all channels, using these statistics to influence future digital activity.
- With the rest of the Marketing Communications team act as a brand guardian in terms of look and feel of online communications as well as tone of voice of copy.
- Overseeing PPC campaigns monitoring their performance and return on investment.
- Writing informative and effective search engine optimised copy for the website and external blog postings.



HOLLAND COOPER
BRITISH MADE EXCELLENCE

- Using the CRM to maximise online marketing opportunities.
- Managing the company's email marketing campaigns.
- Monitoring return on investment for the different online marketing campaigns.
- Managing the organisations Social Media accounts ensuring all copy is relevant for the different platforms.
- Managing the content diary for social media content.
- Keeping up to date with changes and advances in social media and advising on new channels and approaches to adopt.
- Monitoring social media for company mentions and engaging with customers where relevant.

CANDIDATE PROFILE / SKILLS & EXPERIENCE

- Previous online marketing experience ideally from the industry or similar industry.
- Analytical and proactive approach to online Marketing.
- Experience of Adobe Suite and HTML coding.
- Excellent communication skills – verbal and written.
- Professionalism is maintained in all situations.
- Able to handle multiple demands and competing priorities.

WHAT WE OFFER

Join a diverse work environment with people you can learn from every day.

Opportunity to train and develop your skills in a fun fast paced working environment.

Holland Cooper is a fun fast paced emerging fashion brand. We like to take great talent and develop them in our brand values and ethos. Our team defines the brand. With our brands growth and movement into new markets candidates have a scope to grow with the company.

Holland Cooper offers exceptional working conditions, if you are in the fashion sector, ambitious and lateral we would like to hear from you.

Please send your CV and covering letter to heidi@hollandcooper.com

Direct Applicants only

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