EverythingGlobal is a family of brands that provide a unique 360 marketing solution from merchandise to fulfilment and digital to personalisation. We are currently in a period of evolution and require creative, innovate and forward-thinking team members to join the EverythingGlobal family.

|  |  |  |
| --- | --- | --- |
|  | | |
| Job Title | Senior Marketing Executive |  |
|  | | |
| Reporting To | Head of Digital |  |
|  | | |
| Department | Marketing |  |
| Start Date | TBC |  |
|  | | |
| **Job Purpose** | | |
| To help build and expand our North America operation across multi-channel opportunities. | | |
| **Responsibilities** | | |
| *All tasks should be conducted in accordance with practice policies and procedures.*   * Support the Head of Digital in the execution and strategy for North America * Responsible for the support and mentoring of 2 x Marketing Executives * Accountable for the key growth of our organic channel * Responsible for the continued development and revenue across our Ecommerce platform * Own the product marketing and merchandising of all North American websites * Assist in the expansion of other key channels – Social & Email * Support of PR & Link Building strategy across North America * Report on analytical data to Head of Digital * Stay up to date with digital innovation and trends * Be a Data first advocate * Assist the Marketing team with ad-hoc campaigns and projects across EverythingGlobal brands | | |
| **In addition:**   * Work closely with our Director of Sales North America * Potential flexible working hours due to North America working hours * Ability to travel to the US office, if required | | |
|  | | |
| **Skills Required**   * Knowledge of multi-channel marketing * Familiar with the digital landscape and ROI * SEO experience * Ecommerce experience * Diligence * Collaborator * Competent in Microsoft office | | |

|  |
| --- |
| **Communication requirements** |
| * Report any issues or queries to Line Manager. * Holidays for approval and other absences communicated to Line Manager. |

|  |
| --- |
| **Competence and professional development** |
| * Communicate ideas effectively through written, oral, visual and listening skills in order to deliver information in person and digitally * Build and maintain relationships with a wide variety of people in the department and throughout the business * Collaborate and guide other members of the team with a positive attitude to reach a common goal using strategic thinking * Demonstrate professionalism, accountability and ethical behaviour alongside effective work and an ability to take initiative and produce high quality results * Demonstrate creative thinking and problem solving to achieve common goal * Utilise new and emerging digital/video technologies to improve and enhance quality of work, improve productivity, and solve issues |