

JOB DESCRIPTION

Job Title: Online Marketing Executive (Affiliate & Display Advertising)

Department: Marketing

Reports to: Senior Online Marketing Manager

Role Overview

The Online Marketing Executive is responsible for assisting in the planning, delivery, execution and reporting of all Affiliate & Display activity (alongside providing general support to the team. Provide weekly reports, analyse and report back on performance. Take a proactive approach and assist team members in other areas as required. A key to this role is expert understanding of The White Company brand values as well as excellent communication skills.

Main Duties and Responsibilities

Campaign Activity

- Accountable for coordination and maintenance of the Affiliate & Display Activity aspects of the Online Marketing Calendar
- Working alongside the senior online marketing manager for all Display activity – identifying new opportunities & working within agreed commercial boundaries.
- Maintain affiliate agency & partnership relationships with daily contact and feedback
- Ensure timely briefing of promotions and events across all departments, ensuring creative and copy are on brand
- Responsible for set-up and testing of all channel specific promotions (testing offers, creative, copy and customer journey)
- Research and develop new ideas and keep up to date with other online marketing and promotional opportunities,
- Work closely with marketing team and maintain key relationships with the trading, content and creative teams
- Provide daily and weekly reporting on key metrics and provide summary
- Daily pulse checks on key KPIs including offers, demand, traffic, CPAs, commission, override and conversion

Commercial Awareness

- Always keep abreast of competitor activity, online, in social arena, and on High Street
- Regularly attend stores to maintain knowledge of retail strategy and develop knowledge of key products throughout the calendar year
- Have good knowledge of the customer journey on site and as well as onsite technical suites
- Attend specific industry events and courses to ensure channels are working to best capacity with the optimal tools to enable this

Reporting and Analysis

- Manage daily reporting

- Support Senior Online Marketing Manager's weekly report with a full and concise overview on the week's activity
- Provide further ad hoc reporting

Qualifications Required

- Demonstrable experience within online marketing
- Experience in Affiliate and/or Display Advertising marketing channels
- Experience working with industry tools and analytics packages such as Adobe Analytics would be advantageous
- Good Excel skills with strong numerical and analytical skills
- Strong sales, negotiation and implementation skills
- Knowledge and passion for online and multi-channel retail
- Ability to communicate effectively; work well with a team and have a pro-active, 'can do' attitude
- Attention to detail, excellent time management and the ability to work under pressure and to tight deadlines

Personal Specification:

- Of graduate calibre, you will possess a high level of numeracy
- Excellent planning and organisations skills are imperative, with the ability to multi-task under pressure and adhere to tight deadlines
- The ability to think logically and highlight potential issues to the wider team
- A real team-player who is comfortable liaising with many different teams across the business
- A strong desire to learn how to use new company systems is essential

Note: This outline is to be used as a guide only. Changes in this Job Description may occur as the department changes and grows.