



Job Description – Digital Marketing Executive

Reporting to: TSA Head of Marketing / Online Manager

Role Summary:

The TSA Digital Marketing role is responsible for assisting the Head of Marketing and Online Manager with all matters relating to website content, design and digital marketing campaigns, including email marketing.

Digital Content

- Planning and designing themes in relation to snowboard-asylum.com
- Creating and maintaining rich content across all areas of the site
- Updating and optimising landing pages to remain current and within brand guidelines
- Working with the Head of Marketing on overarching digital campaigns
- Assisting the Head of Marketing with content marketing strategy
- Assisting the Online Manager with website maintenance, enhancement requests and housekeeping
- Designing and updating the TSA homepage in relation to the marketing plan
- Assisting with creating outputs across social media channels

Email Marketing

- Work with the Head of Marketing to produce regular email shots focussing on key objectives for the season.
- Coordinate and maintain automated email campaigns
- Source and manipulate assets to build interesting email communications
- Report on digital marketing reach, open rates and successes of email campaigns.
- Use KPIs to monitor TSA performance.

Who you are:

- You have experience using an ecommerce CMS such as Magento/Shopify
- You have a basic knowledge of HTML, CSS & WYSIWYG editors
- You have experience with Google Analytics (UA/GA4)
- You have knowledge of digital marketing best practices
- You have experience with Microsoft 365
- You have experience with email marketing/automation platforms such as Dotdigital/Drip
- You are a great communicator, able to share and discuss ideas clearly
- You are self-motivated
- An all-round team player, able to support all aspects of the online business

What's in it for you?

- Competitive salary
- An inclusive workplace that promotes and values diversity
- 28 days holiday (including bank holidays) plus more with length of service
- 1 extra day's holiday for every 2 years worked
- 1 day a year to volunteer for a charity of your choice
- Opportunities for development and progression (and chances to go snowboarding)
- Cycle to work scheme
- You will be valued and treated as an individual in a close-knit team
- Awesome staff discounts and access to pro deals
- Refer a friend cash bonus

How to apply:

Please apply via the email address below including an up-to-date C.V. and covering letter outlining why you think you would be suitable for the role.

mike.humphreys@ellis-brigham.com

Please put "TSA Digital Marketing Executive" in the subject line.

Closing date: Friday 25th August 2023