

ROLE PROFILE

Job Title	Senior Digital Marketing Executive - International	
Location/Team	Aurum House – E-Commerce	
Reports To	Digital Marketing Manager	
People Responsible For	NA	
Job Purpose		
<p>The Senior Marketing Executive (International) is responsible for managing the main marketing channels for The Watches of Switzerland Group Ecommerce websites, with a particular focus on the US sites Mayors.com and Watches of Switzerland US. They will be required to deliver key objectives around traffic growth, customer acquisition, retention and profitability, working to specific sales targets and reporting to the Digital Marketing Manager. Working collaboratively with other members of the team to drive improvements through to the websites and working with the wider marketing team to ensure a seamless cross channel marketing message. They will be responsible for managing external digital agencies to deliver the goals of the business.</p>		
Essential Experience		Desirable Experience
<ul style="list-style-type: none"> ▪ Proven success of online marketing strategies in a B2C ecommerce environment, working to deliver to sales and margin targets. ▪ Experience in digital marketing across all key marketing channels with a good understanding of both paid and organic channels. ▪ Strong experience of Ecommerce in the USA market or similar. ▪ Knowledge of the key marketing channels including SEM, Organic Search, Affiliate Networks, Email Marketing, Social Media and Retargeting and the ability to plan marketing campaigns accordingly. ▪ Experience managing and co-ordinating external agencies. ▪ Good analytical skills and commercial awareness ▪ Professional approach and attitude. ▪ Flexible/adaptable to change. ▪ Excellent planning and organisational skills. ▪ Self-motivated and proactive. ▪ Excellent communication and interpersonal skills. ▪ Ability to work under pressure and to tight deadlines. 		<ul style="list-style-type: none"> ▪ Experience of working in the USA, or for similar international companies. ▪ Knowledge of the US luxury marketplace. ▪ Understanding of Ecommerce legislation and logistical challenges in the USA. ▪ Experience of working in the jewellery sector or similar luxury industries. ▪ Experience of online retail and making trading decisions for an Ecommerce business. ▪ Marketing qualification or equivalent relevant experience. ▪ Experience of building brand proposals and presenting information up to board level.
Core Accountabilities		
<p>Their role includes identifying, sharing and spreading best practise throughout the business, and demonstrating excellent teamwork across The Watches of Switzerland Group network. They will be responsible for developing key relationships internally within the business including the Trading Board and Heads of Departments, particularly Retail, Buying, Finance and Retail Operations and the relevant functions.</p> <p>The Online Marketing Executive must develop a good knowledge of all areas of the business and a strong understanding of internal systems and their interaction. They will provide their expertise to all areas of the business and apply it when working with other teams on cross functional projects. Strong communication skills are required including an ability to explain aspects of E-Commerce to key stakeholders across the business.</p>		

Their responsibilities will also include:

- Driving qualified traffic to the websites from multiple channels in support of ROI targets.
- Achievement of agreed sales, revenue and margin targets to support the overall business objectives and strategy.
- Liaising with other departments to ensure overall business objectives and promotional calendar are achieved on time and within budget.
- Providing regular reporting and analysis to management level.
- Leading the way in keeping up with market, behavioural and technology trends, evaluating their viability and usefulness and being a project lead for implementation/integration where appropriate.
- Managing the main marketing channels of PPC, SEO, affiliates, email, retargeting, mobile and social media for The Watches of Switzerland Group Ecommerce websites.
- Liaising with UK and US teams to ensure that marketing activities are consistent for all sites.
- Staying up to date with development in the US marketplace.

The Senior Digital Marketing Executive is required to communicate effectively across the business, influencing key stakeholders both internally and externally. They will embrace and drive customer-centric process throughout the business and demonstrate the ability to manage change and facilitate positive and effective change within the team. They will consistently demonstrate a passion for the business and for the role.

They will assist in other areas as and when necessary.