

We are looking for a motivated individual to join our young and energetic team who can embrace the exposure attached with working in a small brand with high growth ambitions. We are looking for someone with a passion for sport, expertise in digital marketing and beliefs that align with the vision of ashmei.

The ideal candidate will be commercially minded and have the ability to confidently analyse data to measure performance and influence decision making; have a strong technical knowledge of digital media and technology and flair to create compelling online content. Your can-do attitude and excellent communication skills provide the consistent delivery of the brand message and the growth of online sales.

Key Responsibilities & Accountabilities:

- To manage and drive the marketing strategy
- Ensure the marketing costs are kept within budget and forecast
- Creating reports and providing actionable insights and recommendations
- Day to day management and maintenance of our customer-facing website and optimise to increase site visitors and maximise lead generation & conversion, through organic and paid tactics
- Grow new leads, including sales and marketing-qualified leads by converting website traffic through SEO, call to actions, landing pages and lead generation content
- Creation and publishing of product and content for ecommerce, including copywriting, organising and editing imagery.
- Build and manage the company's social media profiles and presence.
- Implement social advertising campaigns, targeting key audiences to provide engaging content.
- Creation & implementation of influencer campaigns
- Optimise our marketing automation and lead nurturing processes through email, content and social channels
- Working with Customer Experience to manage client database to provide relevant and timely content to our customers
- Create and deliver email marketing campaign using segmented engagement and call to action.
- Support ashmei retailers with the latest content to enhance wholesale performance.
- Assist with the planning and implementation of events and exhibitions

Person Specification:

- University degree in marketing or equivalent working experience
- Previous experience with search engine marketing, social media marketing, email marketing, marketing automation and web analytics
- Ability to support the delivery of SEO for the website and editing of its content
- Strong analytical skills and experience with reporting and data analysis
- Excellent content writing skills and use of creative communication tools
- Ability to develop and build strong relationships
- Excellent organisational skills with the ability to multi-task and see the 'bigger picture'
- Creative flair with the ability to think outside the box
- Excellent IT skills in MS Office and Photoshop, Google Analytics, InDesign
- Polite and professional reflecting the brand when interacting with all stakeholders
- A passion and active participation in sport.

Desirable but not necessary:

- HTML and associated coding to increase brand exposure and traffic to website
- Knowledge of marketing strategy across the digital marketing mix including PPC, Affiliates and Display.
- Existing relationships with key press, influencers and ambassadors within the sector.

What ashmei offer:

- Opportunity to assert your skill set and have a profound impact on the growth of a small business.
- Beautiful communal office space based in the Chilterns with excellent road cycling, mountain biking, trail running and hiking on your doorstep.
- Significant discount on ashmei product
- Office within walking distance of Tring train station

To apply, please send a CV and covering letter to enquiries@ashmei.com with the role title in the subject.