

Marketing & E-Commerce Executive - Job Description

La Mare Wine Estate & Distillery is excited to announce an amazing opportunity for an ambitious Marketing & E-Commerce Executive to join the team. You will be responsible for overseeing all marketing and social media activity for the estate, in addition to managing our online retail outlet, Maison de Jersey, as an extension to the successful La Mare brand.

We are looking for a dynamic individual who has a passion for all things digital, with the drive and ability to further develop the La Mare brands. The ideal candidate will be a highly creative self-starter with lots of energy and enthusiasm. You will be competent in managing and creating engaging, brand-aligned content in a fast paced environment and will be capable of working autonomously within our small and friendly team.

Role

The Marketing & E-Commerce Executive will create and implement innovative digital marketing strategies, using techniques to drive traffic to our digital outlets and generate interest in company products and services. You will create engaging written, graphic, and social media content while staying up-to-date on latest marketing trends. Training will be provided if appropriate to ensure the chosen candidate is constantly updating their skills within the sector.

Salary

Negotiable, based on experience

Closing Date

30th November 2021.

Please submit your CV and a cover letter addressed to the Managing Director, Tim Crowley.

Responsibilities

- Reporting directly to the MD to formulate and deliver marketing strategies
- Lead, manage and drive online sales through digital acquisition. Responsible for the image of the company and generating sales through the internet

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Managing, scheduling and overseeing all social media channels including Facebook & Instagram ensuring consistent and appropriate design is used
- Managing the e-commerce website in Shopify, ensuring products and offers are kept up to date and imagery is consistent across the board
- Updating the La Mare Wine Estate website using WordPress
- Generate, edit, publish and share daily content that builds meaningful connections and encourages our target market to take action
- Continuously improve by capturing and analysing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Liaise with external suppliers including graphic designers, photographers, marketing consultant etc.
- Work closely alongside other key team members including the sales & tourism manager, events manager and winemaker.

- Requirements

- 3+ years experience in a marketing, e-commerce or media related role
- A recognised degree or equivalent (e.g. CIM) in Marketing, Communications, Marketing, Business or Public Relations
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Graphic design experience using Adobe Creative Cloud
- Demonstrable social networking experience and social analytics tools knowledge
- Adequate knowledge of web design, web development, and SEO
- Positive attitude, detail and customer oriented with good multitasking and organisational ability
- Fluency in English
- Ability to work independently and as part of our team
- Driving licence and own car required