

Digital & Social Marketing Manager

Job Purpose

This is a new role within the business. To lead the development of Olivia Burton's digital marketing channels and create an engaging and dynamic digital journey for consumers. To drive brand awareness, affinity and customer acquisition through existing and new social platforms. To develop digital assets that are unique and captivating. To work collaboratively with internal and external partners to drive brand growth. To mentor and develop junior team member(s).

Responsibilities

- Lead, inspire and influence the creation of an engaging and dynamic digital marketing strategy and rolling 12 month calendar of activity with the brand's Head of Marketing
- Work closely with the global Movado digital team to ensure all online activity supports our brand's values, goals and overarching brand strategy and that all assets created are appropriate and optimised
- Create compelling creative digital campaigns, fuelled by digital, social and consumer insight, to support product launches, seasonal activity and grow customer engagement and acquisition
- Develop and execute the brand social media strategy across all social channels in line with the wider brand strategy
- Drive the launch and success of Olivia Burton on new and emerging social channels, including TikTok
- Lead and direct the development and launch of campaigns and assets to support all seasonal activities including Valentines Day, Mother's Day, Bridal, Black Friday (plus other key promotional periods) and Christmas
- Manage all influencer partnerships and campaigns to maximise brand visibility and affinity
- Ensure campaign and evergreen social and digital assets developed are compelling and will grow customer acquisition and engagement
- Be the brand guardian ensuring brand proposition, values and personality are at the forefront of all activity globally and the brand guidelines are maintained across all channels and all markets
- Deliver social media assets supporting the Covent Garden to drive awareness and footfall in line with the overall calendar of activity
- Work closely with the Senior International Marketing Manager to ensure the timely delivery of all brand communication and collateral
- Craft and manage the development of copy for seasonal collection launches, product stories, weekly emails, editorial features, product guides, social media and digital marketing

- Be the day to day contact with key agency partners (including PR, media buying and influencer)
- Work closely with the International Marketing Team to ensure that best practice in digital and social planning and activation is upheld in all key international markets
- Develop and coach the Digital Marketing Coordinator to increasing levels of responsibility and build strong relationships across Olivia Burton functions and local teams
- Keep up to date on emerging digital and social trends and competitor activity to ensure that the brand remains top of mind for our consumers - sharing best practise with the wider team
- Regular reporting and sharing insights with wider teams to ensure ongoing optimisation of activities.

Skills and Experience

- Graduate in marketing, communication or related field with 6+ years experience in digital strategy, planning and content development
- Category experience in fashion, beauty or a related consumer products sector
- Comfortable working in an international/matrix organisation
- A track record of creating compelling and brand enhancing digital campaigns
- A great storyteller with a British sense of humour and the ability to wear many hats with your copywriting to bring our brand personality to life
- Creative flair with an excellent eye for detail. Art direction/ photography /videography skills a bonus
- Digital native and a TikTok mastermind
- Deep understanding of leading social media trends and techniques and a passion for creative innovation across key channels including Instagram, TikTok, YouTube and Facebook
- Finger on the pulse of emerging platforms and trends
- Ability to build relationships with ease and lead, motivate and manage cross-functional teams
- Confident balancing multiple projects simultaneously, while meeting deadlines and producing high-quality work
- Excellent communication and influencing skills
- Flexible, resilient and able to work at pace.
- Enthusiastic, highly motivated with a can-do attitude
- Experience of management and able to delegate and coach junior members of the team
- Commercially aware and pragmatic
- Strong analytical skills
- Creative, passionate and curious