

Balfe's Bikes Marketing and Web Executive

Primary Responsibilities:

1. Trading email creation: Typically producing 2/3 weekly emails to our customers each week to convey key commercial messages (examples attached) working in conjunction with buyers/marketing and ecommerce to develop engagement and sales. These emails currently reach an audience of 130,000 customers with expectation of extra 30,000 customers added per year at present growth.
2. Web content creation: Working with our buying team and suppliers to add new products to our website. We pride ourselves on not using generic supplier content and customizing our web pages to ensure our customers can make an informed purchase.
3. Business wide product updates - working with buyers to communicate new and exciting product ranges or deals to our colleagues across the business.
4. In house design work - working with retail, buyers and estates team to help elevate our business with engaging design work for stores, website, events and other marketing purposes.
5. Potential to stretch role into new areas depending on candidates' skills.

Report to Queenie Waterman – Marketing Manager

Collaborate with – Marketing, Buying, Retail, Ecommerce departments.

Time expectation (typical week)

- 40 hours per week
- 5% reporting, communicating and organizing workload
- 50% Email creation
- 35% Web content/ buying team support in peak season
- 5% Graphic design
- 5% blog content

Salary

- £29-31K PA depending on experience and skills
- Working environment: Typically, 2 days in office, 3 days WFH (Gatwick) per week following completion of training and probation.
- Performance related bonus package
- Usual Balfe's benefits.