



Digital Marketing Strategist - Job Description

April 2023

Dorwest is a third-generation family business in the companion animal health field. This year we're celebrating our 75th anniversary, and still hold the same values and passions established when the business was founded in 1948. We really love our pets - and this is reflected in everything we do. From our knowledgeable and expert customer service team, to our award-winning marketing campaigns and informative POS, we care about helping our customers do the best for their pets.

If you're a tech-savvy trendsetter who has innovative ideas on how to improve customer experience, by analysing the journey and translating purchase intelligence, this role will put you on the front line of making it happen! You should be data-driven and excel working within a team. But ultimately, you should be able to connect our brand with our online customers and spot key opportunities to increase conversion.

You will need to have fantastic work ethic, a positive 'can-do' attitude and a genuine passion for the role and pet industry.

Outline of key responsibilities:

- Managing our **email platform and communications**.
 - Creating & scheduling campaigns in line with the marketing calendar.
 - Managing customer segmentation to ensure relevant content strategies.
 - Managing current nurture flows including our Welcome series.
 - Setting up new flows based on customer segmentation and learnings.
 - Managing external relationships linked with the platform.
 - Analysing weekly and monthly email metrics year on year across: campaigns, subscriber lists & flows, as well as reporting regularly on insights to inform content optimisation.
- Managing our **review platform for product / brand**.
 - Managing our review platform & optimising review emails.
 - Ensuring review integration across our website, enhancing product & category pages to add authority to our listings, checkout and general UX.
 - Managing external relationships linked with the platform.
 - Analysing weekly and monthly review metrics, as well as reporting regularly on insights to inform website & platform optimisation.
- Managing our **Amazon product listings**.
 - Managing our existing product listings, ensuring all content is up-to-date & optimised with insights & regular competitor review for pricing and content.
 - Creating new product listings for product and range launches.
 - Managing external relationships linked with the platform.
 - Analysing weekly and monthly review metrics, as well as reporting regularly on insights to inform listing optimisation.



Overview of the role:

- Assisting the Marketing Manager with data insights from key areas of responsibility (above) to support strategic decision making, campaigns & general communications.
- Ensuring regular competitor review and industry insights, for campaigns and promotions, affecting the Dorwest marketing calendar and brand.
- Supporting the project management of tech projects and migrations.
- Updating Retail & Trade website pages using our CMS platform.
- Monitoring website health in line with UX.
- Ensuring coherent reporting of platforms using in-platform Analytics, GA & CRM.
- Managing sponsorship requests and highlighting further opportunities.
- Undertaking daily administrative tasks to ensure the functionality and coordination of marketing activities.
- Reviewing digital marketing trends and implementing into platform management, in line with campaigns and strategy.
- Proof reading and copywriting for email or other marketing requirements, in line with data review and trends.

Skills:

- Organised, high level of accuracy and fantastic attention to detail.
- 2 years minimum experience in a marketing, email or strategy role.
- Proven track record of email platform management.
- Preferred knowledge of review platforms & Amazon.
- Data-driven, but still creative with an understanding of the importance of branding.
- Self-starter with a passion for digital marketing & customer intelligence.
- Customer focused with commercial awareness.
- Strong team player & fantastic IT skills including good knowledge / experience of: Excel / Google Sheets, website CMS, CRM and email platforms.
- Preferred knowledge of: review platform management & Amazon.
- Good copywriter, with a passion for the pet industry!

Additional:

As winner of 'Online Business of the Year' at the PIF Awards and 'Best Multichannel Marketing Campaign' at the Ecommerce Awards in 2022, the Dorwest brand is going from strength to strength. Our product range has grown significantly in the past few years, with newly-launched product MoveWellia selected in April 2023 as the Evening Standard's top overall joint supplement for dogs. Our marketing is second to none, and we're looking for a bright spark to join the team, experienced with web technologies and platforms to help achieve our business growth goals.

This role could suit a current Marketing Strategist Executive, Digital Marketing Executive with a passion for data, or Email Specialist. Salary dependant on experience. Hybrid working available, with 3 days/week required in the office.

Please email your cover letter and CV to careers@dorwest.com