



JOB DESCRIPTION

JOB TITLE: Digital Marketing Assistant
REPORTS TO: Digital Marketing Manager
DEPARTMENT: Ecommerce
CONTRACT TYPE: 7 month fixed term contract
LOCATION: London
SALARY: Competitive

COMPANY PROFILE

Orlebar Brown launched in March 2007 as a more tailored approach to men's beach and swim shorts. Based on the traditional pattern of a tailored pair of trousers for men, and with their distinctive side fasteners, they are not just a swim short; they are the original and best shorts you can swim in.

In 2010 we took Orlebar Brown off the beach, out of the pool and into the resort with a range of tees, polos and shirts, and have since then developed the product into a full lifestyle offer including shorts, trousers, sweats, outerwear, knitwear, footwear and accessories.

The brand has rapidly gained global recognition and is sold through multiple channels. Web is the largest channel, delivering to customers globally through www.orablebarbrown.com. The first Orlebar Brown store opened in London in 2011, and there are now nine stores in the UK, eight stores in the US, and four in France, alongside stores managed by franchisees in Australia, Dubai, Greece and Kuwait. The brand is sold in the world's best Menswear retailers including Selfridges, Harrods, Mr Porter, Le Bon Marche, Saks 5th Avenue and Holt Renfrew amongst others, as well as through key trend and regional independent menswear stores.

In 2018 Orlebar Brown was acquired by Chanel, with a plan to continue the brand's growth and development internationally and across channels.

THE POSITION

As a Digital Marketing Assistant, you will have responsibility for supporting the Digital Marketing Manager in managing the performance channels, implementing campaigns and optimising channels accordingly in order to drive brand awareness, efficient revenue via Orlebarbrown.com and footfall to stores.

KEY ROLES AND RESPONSIBILITIES

- Liaise with external agencies to support trading plan and achieve marketing objectives providing them with materials and assets to ensure channel success
- Work closely with ecommerce team to ensure digital marketing channels are reflective of trading needs
- Carry out daily checks to ensure that campaigns are optimised effectively based on trading needs within agreed budgets
- Manage Paid Social campaigns in house, coordinating the launch of campaigns from receiving assets, building campaigns, implementing tests and publishing ads
- Manage Affiliates in house working with the Account Manager to identify opportunities, ensuring the platform is up to date with the latest assets and publishers receive brand communications on a regular basis
- Support SEO in house with reporting, technical checks and working with the copywriter to ensure strong SEO content is evident across the site
- Implement and report back on A/B testing strategy across channels
- Ensure all campaigns are tagged for effective reporting
- Identify ways in which to enhance campaign performance
- Support Retail by implementing campaigns that drive footfall to stores
- Weekly and monthly reporting on activity, KPIs and budget
- Awareness of digital multichannel marketing trends and what the competition is doing in the space

EXPERIENCE

- Strong numerical skills and commercial acumen
- Previous experience of managing digital channels
- Well-versed in most if, not all forms of digital channels, demonstrating strong analytical skills
- Strong understanding of what best in class creative and format looks like
- Strong communication and relationship building skills
- Proactive approach to work
- Possess an eye for detail

WHAT WE OFFER

- Join a diverse working environment of people who we learn from every day
- The chance to train and develop your skills in a fun and fast working environment
- Competitive benefits package – 33 days holiday (inclusive of 8 bank holidays), great discount on our products and other brands within the group, flexible working hours, company pension scheme and cycle to work scheme.

It's never just a job at Orlebar Brown. It's a way of life. We live and breathe our brand values – Tailored, Vibrant and Brave. Our team define who we are and how we get the job done.

To apply, please contact jobs@orlebarbrown.com with copy of your CV and a friendly introduction. Unfortunately, due to the number of applications, only those that are successful will be contacted.

Direct applications only. Recruitment agencies – thanks for reading, but we've got this one covered!