



JOB DESCRIPTION - Head of Digital (Full Time)

Job description

We are looking for an inspiring, dynamic and tenacious individual with a proven track record of delivering exponential sales growth on line. If you'd like to be part of an exciting journey and make a real difference, then this is the job for you.

We are working to create a world class brand with strong distribution in the UK and internationally and we need to build a team that matches that ambition. For the right person, this opportunity could be an career defining moment, being instrumental in driving the brand's digital footprint and e-commerce sales.

In short, we are on the hunt for a 'Digital Superstar', responsible for the digital and e-commerce strategy and activation of the business, both short and long term. This is a new, high-profile position within the business with significant exposure to the Board.

Given the small but fast-growing nature of the team and business, cultural fit and mindset are of huge importance to this role. Structured, but passionate, motivated and action-orientated individuals will do well. With a small team in place currently, a hands-on, 'sleeves rolled up' attitude and approach will be required.

The Head of Digital role reports into the Marketing Director, is full time and will be based at our chocolate HQ in Chichester. Ad hoc travel in the UK will be required as appropriate to serve the function of the role.

What we need you to do

- To create, develop and drive forward the digital and social media strategy for the brand, working closely with the marketing team to ensure all initiatives are relevant, compelling and consistent with the brand strategy
- To create, develop and drive forward the e-commerce strategy for the brand with the objective of delivering increased sales through customer acquisition to both the Montezuma's Chocolate Club, as well as with sales of the product range direct to consumer on the website
- An integrated part of the marketing team and form a close working relationship with the wider business in terms of the other key functions including sales, finance and operations
- Play a central role in driving digital transformation within the business, building capabilities and stronger understanding of digital marketing

In a nutshell, you are responsible for:

- Ownership of the Company's e-commerce platform
- Ensure the brand speaks, looks and behaves consistently across all digital channels, reflecting the brand positioning, personality, tone of voice and visual identity
- Evaluate all digital marketing techniques across SEO, PPC, social, media etc
- Evolve the user experience, content and design across the digital properties to be best in class
- Ensure an optimal shopping experience by way of design & aesthetics, content, navigation, information architecture, functionality and brand consistency

- Reporting on all e-commerce analytics and sales, ensuring profitability and ROI
- Ensuring relevant KPIs are established and working with agencies to ensure timely reporting and tracking of digital activity, making recommendations for change as required
- Shape social and influencer marketing for relevant audience segments
- Manage social listening activity across all markets, mining audience insights / analytics and leveraging them to inform digital marketing plans and content that truly engages consumers
- Develop and execute an annual digital and e-commerce plan which links seamlessly to the overall brand strategy and activation plans
- Take a lead on the digital & e-commerce role in the longer term strategy and ensure that the Company's focus in these areas is shaped for long term growth

Other:

- Present digital & e-commerce plans to senior executives, the Board and investors as requested
- Establish a high level of credibility and manage strong working relationships with internal and external relevant parties

About you:

No two days at Montezuma's will be the same and we are looking for ambitious, passionate and motivated people to join the team to help rejuvenate and inspire the chocolate category with Montezuma's products. We want people who are motivated to work in a fast growth, entrepreneurial company.

- Strong strategic thinking and operational marketing skills, deep and hands-on understanding of developing digital marketing, search, e-commerce, SEO and social media techniques

Your other key attributes will include:

- **Consumer focus:** identifying new ways with digital tools and initiatives to get closer to consumer and shoppers whilst helping to identify and shape key assets to meet marketing objectives
- **Effective execution:** Achieving tangible, measurable results with speed and excellence, eliminating unnecessary work and being responsible and accountable for results
- **Driving innovation:** Championing new initiatives, influencing others and securing buy-in to your ideas and recommendations quickly and effectively.
- Ability to handle pressure and critical decision-making.
- Motivated, enthusiastic individuals with an enquiring mind and a passion for excellence and innovation in the pursuit of business growth and success.

Key stakeholder relationships:

- Marketing Director
- Managing Director / key senior executives
- Other functions including marketing, operations & finance

Character:

- Striving to be the expert, inspires confidence:
 - Someone who thrives on autonomy
 - Understands what needs to be done at all times and pulls in the right resources to make things happen, but understands that this needs to be achieved without reliance on huge budgets or external agencies to carry out all the work
- Has the gravitas to hold their own in high level discussions, comfortable constructively challenging views without arrogance and with respect:
 - Has the steel to take strong positions and bring others with them, but listens and collaborative
 - Energetic, inspirational, and ambitious with high emotional maturity
 - Can hold their own in a vibrant, challenging environment
- Future leader:
 - Authenticity, integrity, self-assurance. Straightforward and open in communication
 - Driven for results – enjoys a fast paced environment and instilling a sense of urgency
 - Bias towards action
 - Ability to track performance against measurable targets, set new and stretching goals for self and team
- Bright, strategically minded, analytical, adaptable, organized:
 - Mix of strategy and execution. Need to be pragmatic doer
 - Ability to roll sleeves up and deliver without always having large agency support
 - Hunger for the role, showing keenness to progress in your career
 - Motivated, enthusiastic individuals with an enquiring mind and a passion for excellence and innovation in the pursuit of business growth and success.
 - The passion to work in the food and drink industry and most importantly and last, but not least a love of chocolate!