

Job Description

- Job Title:** Senior Digital Manager
- Reporting to:** Head of Communications
- Main Objective:** Oversee the delivery of Pukka's digital strategy
- Line management:** Content Manager
Social Media Officer
Web and CRM executive
Web Coordinator
- Liaison with:** Campaigns team
Senior Partnerships Manager
Marketing Director
Herbal team
International agencies & in-country teams
People Manager

Key Responsibilities

Main responsibilities

Strategy & Planning

- Oversee the development and delivery of an innovative, exciting digital strategy that reflects the beauty and complexity of our brand and our unique, trailblazing marketing approach which seeks to continually delight and surprise our consumers
- Collaborate with organisational leads and external consultants to design and deliver the digital roadmap
- Overarching responsibility for the management, output and efficiency of external technical agencies
- Advise on and advocate for digital solutions and approaches across the organisation
- Oversee management of risks, obstacles and technical hurdles. Advise, or seek advice, on Intellectual Property and legal considerations as appropriate
- Support roll-out of digital strategies globally as appropriate

Digital Delivery

- Ensure a one digital approach, where all team members are working cross functionally to joined up, integrated goals across:
 - CRM
 - Content creation and management
 - Pukka's web estate (brand sites and UK e-commerce)
 - Core social media channels (currently Facebook, LinkedIn, Instagram, Twitter and Facebook WorkPlace)

- Champion an agency mentality where the digital team effectively interpret, deliver and report back on briefs from across the organisation
- Ensure creation and delivery of Pukka's acquisition strategy to achieve agreed content / digital goals
- Ensure best practice from the UK (particularly around content) is shared and used globally in other markets
- Ensure the digital and wider marketing teams are operating within the boundaries set by GDPR; be the champion of GDPR within marketing

Leadership & Management

- Support and develop the digital team, helping all team members to reach their potential
- Ensure the digital team are working efficiently together as well as across the organisation with other key partners including the Campaigns, Brand and PR teams
- Track and control the digital budget
- Design and lead the tracking of key performance metrics, making recommendations and acting on these as appropriate
- Build expertise and good practice in digital product management and delivery across the team and wider organisation.
- Ensure the team is up-to-date with current and emerging technologies, industry trends, standards and software development best practice

General

- Champion Pukka's Mission, Aims, Objectives and Values.
- Participate in Pukka's Appraisal process ensuring own personal development and contributing to the overall performance of the People team.
- Ensure equality of opportunity is maintained and respected at all times in accordance with the appropriate policies and procedures.
- Work co-operatively with colleagues across Pukka.
- Comply with the statutory provisions of the Health and Safety at Work Act 1974.
- Actively participate in opportunities to communicate within Pukka including attending team meetings.
- Make full use of technology for all appropriate tasks.
- Demonstrate a willingness to work flexibly with others to respond to needs of an evolving organisation.
- Ensure that confidentiality is respected and maintained at all times.
- Perform any other duties as directed by management.

This job description reflects the present requirements of the post and should not be seen as an exhaustive list of responsibilities. Duties and responsibilities may develop and change in consultation with management.

Person Specification

Qualifications

- A graduate digital level qualification or a business related subject

Knowledge & Experience

- At least eight years experience working in a digital environment
- At least two years experience leading and delivering CRM solutions
- Substantial experience of leading digital developments (eg creating new web platforms or apps, implementing CRM systems etc.)
- Substantial experience of briefing and managing external technical agencies
- Substantial experience of acquisition strategy tools covering earned, owned and paid media
- Experience of any of the following platforms: Umbraco, Magento, Microsoft Dynamic, Dotmailer (all desirable)
- Substantial line management skills

Skills & Competences

- Excellent communicator – particularly written but also oral: inspires others through their passion and enthusiasm
- Strong leadership skills, able to motivate and lead the digital team to achieve excellence
- Strong creative flair – a desire and ambition to always think and do differently and innovate in the digital world
- Exceptional analytical skills, able to analyse and make recommendations to improve future delivery
- Aims high, determined to deliver 'excellence'
- Flexible multi-tasker, able to work across a range of tasks with different inputs
- Highly organised, able to plan and focus
- Team player, inspires confidence, respects and values others input

Personal Attributes

- Lover of all things digital
- Has a passion for Pukka, embracing what Pukka stands for
- Has an interest in plants and their relationship with people and the planet, champions the environment and sustainability
- Curious and naturally inquisitive
- Tenacious and energetic
- Enthusiastic and positive
- Flexible approach to work and change, able to change gear quickly, as events demand



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Job Terms

Salary	Depending on experience
Hours	Full time, 9am – 5pm with 30 minutes for lunch.
Location	The Herb House, The Chocolate Factory, The Chocolate Quarter, Via Traversus, Keynsham, Bristol, BS31 2GN
Holiday	24 days holiday (rising by 1 day for each complete year of service, up to 28 days) plus bank holidays
Benefits	Pukka tea to drink during working time. Pension, range of staff welfare benefits (product allowance and discount, complementary health) Personal and professional development, free parking.