

ROLE	US ONLINE MARKETING AND DIGITAL COMMERCIAL PERFORMANCE EXECUTIVE
<b>STATUS</b>	Full-time
<b>START DATE</b>	Jan 2016 (ASAP)
<b>SALARY</b>	\$35,000-55,000 (DOE plus benefits)
<b>BENEFITS</b>	As well as a rewarding career, development opportunities and a competitive salary, you'll also enjoy 14 paid holidays (plus 10 vacation days). We believe it's important that you have all the rewards you need for your dedication, so you'll also benefit from a company profit share program. Plus you'll also receive state-of-the-art: <ul style="list-style-type: none"> <li>• 17" Apple Macbook Pro (fully-loaded with Social APIs)</li> <li>• iPhone 6 Plus and Go Pro</li> </ul>
<b>CLOSING DATE</b>	End of December 2015

## OVERVIEW

Great opportunity for someone who lives and breathes online marketing in a commercial capacity and to join an enthusiastic and vibrant digital marketing department with excellent long term career prospects, in a company achieving sustained and rapid year-on-year growth with offices in the UK, USA, France, Japan and China.

It's an exciting time to join us. We're selling more power tools, in more places, to more people than ever before. We're a \$40+ million business operating in more than 27 countries. With a rich history and exciting future, Evolution aspires to be one of North America's great iconic brands and you will play a critical role in making that vision a reality. We are proud that our Head Office and Distribution Centre is located in Davenport, Iowa - 3 hours travel from Chicago, Illinois. Sheffield, the Steel city in Yorkshire, United Kingdom is the nerve centre of our global business and home to support functions that drive and support our global growth since 1992.

We are looking for an achiever who can take ownership of our North American online marketing and digital acquisition offering within the business. We want an ambitious person who can develop the role quickly and add real ROI to our on-going earned media, digital acquisition and mobile optimised website programmes. We are looking for an experienced operator, working in a digital commercial role who has a strong interest and knowledge of power tools, social media and driving conversions through online marketing.

Having successfully managed online marketing for global or national brands you will have a proven track record of improving conversions over a period of at least two years. You will work with our digital team to create and implement optimised digital media plans that reach new and existing customers as well, delivering cost efficient solutions to meet budget and forecast expectations, ensuring we are targeting the right customers and prospects to enhance commercial conversions. You will be a key part of a global new digital team.

In addition, delivering a test and learn plan for digital channels, ensuring continued optimisation of spend, further investment and brand response media campaigns to raise awareness and promote USP messages is pivotal in this role. You will work closely alongside the digital and commercial teams in order to build relationships with retailer targets, ensuring that they understand what ROI the media strategy is driving.

You will also have digital marketing experience and ideally a background in North American ecommerce, retail and knowledge of B2C mcommerce payment gateways. Your attention to detail and strong planning skills will enable you to effectively manage multiple projects at a time, while your excellent communication skills will ensure you build strong relationships with your network.

You will work closely with the marketing and product team and external parties to increase brand awareness, change brand perception, generate inbound traffic, conversations, encourage sales and increase loyalty.

## EXECUTING DIGITAL MARKETING STRATEGY

You are responsible for driving targeted traffic to retail acquisition channels via online marketing including PPC, Search, Display, Retargeting, Mobile and Social Media to deliver optimum CTR's, online visits, sale leads and conversions.

## CUSTOMER ACQUISITION AND REVENUE GENERATION

Profitable demand generation - SEM and SEO development strategy.

## IDENTIFY NEW DIGITAL INCOME STREAMS AND OPPORTUNITIES.

Be proficient on paid platforms such as Google AdWords, Bing and Facebook/Instagram (other platforms desirable).

## EVENTS AND EVENT PLANNING

Organising and attending industry events and planning meet-ups for the North American community.

## REPORTING AND ANALYTICS

Providing monthly reports regarding Evolution's KPI's.

- Ecommerce Optimisation.
- Google Shopping Feeds.
- Test Strategy For Paid, Search, Display, Video and Mobile Ads.
- Retargeting and Advert Content, Set-up and Testing.
- Landing Page Strategy, AB Testing and Device Testing.
- SEM and PPC knowledge and experience.
- Email Marketing Programs.

## REPORTING TO

- Commercial Director (KW) and Marketing Manager (TL)

## KEY INTERNAL RELATIONSHIPS

- Digital Design Team (MR, DM)
- Customer Service Team

## KEY EXTERNAL RELATIONSHIPS

- National retail Ecommerce and Digital Marketing Managers.

## SKILLS, EXPERIENCE AND COMPETENCIES

### SELF-STARTER

Excited by the opportunities, resourcefulness and nimbleness required of a new digital start-up.

### EXCELLENT COMMUNICATOR

Uses varied vehicles and opportunities to promote dialogue and develop shared understanding and consensus. Maintains continuous, open and consistent dialogue with key influencers.

### TECHNOLOGICALLY SAVVY

Possess working knowledge of the use of technology to streamline processes.

### CRITICAL AND ANALYTICAL THINKING

Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems. Ability to review and dissect information and can apply analytic concepts and calculations.

### JUDGMENT AND DECISION MAKING

Considering the relative costs and benefits of potential actions to choose the most appropriate one.

### PROBLEM SENSITIVITY

The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognising there is a problem in product development.

### LEAD WITH YOUR STRENGTHS

We use Gallup's strengths solutions to be more engaged, more productive, and happier. We'll require you to complete a short multiple choice survey to discover your top five strengths.

- Bachelor's Degree in digital marketing or quantitative field from a top tier school.
- Two years or more experience in a relevant area (digital acquisitions/online marketing).
- Able to balance creativity and commerciality (ecommerce/mcommerce).
- Excellent working knowledge of web technologies, with a background of building websites and online campaigns.
- Able to get in the mind-set for different buyer personas, adopting creative approach appropriate for different types of customer.
- Ability to turn ideas into reality through planning and organisation. Ability to deliver projects within timeline and budget.
- Loves the buzz of digital marketing, and will be stimulated by constant change and development plus going the extra mile to get results.
- Background in ecommerce, SEO, PPC, Affiliate marketing, and social media.
- Passionate and self-motivated with a 'can do' attitude.
- Creative problem solving and top notch organisational skills. Attention to technical detail is paramount along with good house-keeping skills and file management.
- Out-going, analytical, not afraid to demo.
- Passionate about digital and able to keep pace in a 365/24/7 digital world.
- Team player and interested in power tools.
- Hardworking, dedicated and ability to work under pressure and meet deadlines.
- Data driven, highly proficient in analysis of marketing activity and associated analytical tools.
- Creative thinker able to devise engaging content campaigns on both a small and large scale across online channels including social media and retailers.

---

## MAIN DUTIES AND TASKS

### PLANNING, IMPLEMENTING AND DEVELOPING

All areas of online marketing inline with overarching digital strategy.

### RETAILER DIGITAL COMMUNICATIONS PLANNING

Working with retailer's brand, email and marketing teams to create cross-channel marketing.

### CUSTOMER ACQUISITION AND CONVERSION STRATEGIES

Tracking, reporting, SEO optimisation, website reviews and paid social campaigns.

### OUTREACH

Building relationships with influencers, vloggers and 3rd party sites to extend our reach, creating advocates and gain SEO links. This would take place via email, phone and in person including influencer and advocate events.

### CONTENT

Planning and delivering relevant, entertaining, shareable content for all earned media activity in order to increase reach, engagement, traffic and sales.

- Liaise with Director of Retail and Digital Marketing Manager to create a digital marketing plan for eBay, Amazon and other suitable ecommerce portals to increase conversions.
- Devising digital strategies and implement tactics to improve our North American SEO ranking and drive traffic to targets.
- Maximise digital presence and conversion, with the understanding to nurture relationships with new prospects and existing customers, for retention and upsell/cross-sell opportunities.
- Demonstrate digital spend ROI with national retailers such as Canadian Tire, Home Depot, Lowes, and Mernards.
- Manage and measure integrated campaigns inclusive of search, affiliate, email, social media, PPC and SEO. Report on results and set organisational KPIs and implement within dashboards using Google Analytics or other analytics packages.
- Producing and maintaining CSV product feeds for Google Product Listing Ads and other online advertising opportunities.
- Develop supporter communications through social media and email marketing channels.
- Drive brand awareness, prospect and customer engagement within the speciality steel, commercial contractor and consumer retail marketplaces.
- Creating content for [www.evolutionpowertools.com](http://www.evolutionpowertools.com) and retailer websites that is keyword rich to ensure that it is fully optimised.

- Setting up and optimising marketing campaigns to achieve ROI targets. Including writing copy for online ads, controlling bid management and setting up testing strategy to achieve optimum CTR.
- Working with the web manager to ensure landing pages are optimised.
- Proactive and reactive simultaneously - know the retailer commercial base and anticipate their needs, show initiative.
- Understanding the competitor landscape and changes on a frequent basis across digital channels. Keeping up to date with changes and updates in the online marketing and search industry.
- Regularly look at market sector and competitor analysis by viewing dealer and competitor catalogues, websites, advertising, literature, etc.
- Assist in the monitoring and evaluation of key dealer content marketing campaigns and refine the service offering accordingly.
- Contribute to the fulfilment of monthly KPI targets. account management, report writing and offline dealer/influencer and advocate meetings as required.
- Drive, influence and support the development and maintenance of all warm lead nurturing programmes through to dealers or in-house customer service teams.
- Ensure video content is optimised for social SEO across You Tube.

---

## DESIRABLE BUT NOT ESSENTIAL

- Earned media marketing (influencer outreach programs).
- Social media management and paid social ad spend.
- Online PR and content marketing.
- You Tube optimisation and marketing.

---

## DEVELOPMENT OPPORTUNITIES

- Training courses for ecommerce / progression to management for the right candidate.

---

## LOCATION AND DEPARTMENT

- Digital Marketing Department.
- 3 hours travel from Chicago, Illinois.
- Evolution Power Tools, 8363 Research Drive, Davenport, Iowa, USA, 52806.
- Travel throughout the USA and abroad may be required to assist on special projects and content creation.

---

## WORKING HOURS

This position is full-time and working hours Mon - Fri 7:30am-4:30pm.

*Although we are slightly flexible around these times if you have difficulty commuting.*

---

## SUPPORT MATERIAL

All applicants are urged to review the following support material about Evolution and the role which can be downloaded from

[www.evolutionpowertools.com/us/careers/](http://www.evolutionpowertools.com/us/careers/)

- Company Overview.pdf
- Marketing News Bulletin.pdf
- Exposure Archive.pdf
- Marketing Plan.pdf
- Content Marketing Strategy.pdf

- [https://www.facebook.com/evolutiontools/videos?ref=page\\_internal](https://www.facebook.com/evolutiontools/videos?ref=page_internal) (FB)
- [www.evolutionpowertools.com/videos/tvcampaign11.html](http://www.evolutionpowertools.com/videos/tvcampaign11.html) (TV campaigns)
- [www.evolutionpowertools.com](http://www.evolutionpowertools.com) (premier commercial trading website)

---

## APPLICATIONS

Please email a CV (**prerequisite**) and personal case study to [jack@evolutionpowertools.com](mailto:jack@evolutionpowertools.com).

- Strictly no agencies or phone calls please due to busy working schedules.
- Sorry, due to demand - only successful applicants will be contacted for an interview.