

## **DIGITAL MARKETING & E-COMMERCE MANAGER | LONDON**

At Cambridge Audio, we want you to hear your music at it's very best, as the artist intended it to be heard, with nothing added, nothing taken away. That's what we've always wanted because that's what music lovers like us deserve. It's why we're constantly experimenting, solving problems and creating new kit. It's why we've been doing what we do for the last 50 years. It's why we're always trying to make the listening experience better. Pure. However you listen, whatever your budget, our goal is simple: Give you the best possible sound, at the fairest possible price.

We're looking for a Digital Marketing & e-Commerce Manager to join our Marketing Team.

We're a business full of passionate people who are encouraged to develop their careers and push their own creativity and progression. To find out more about us, visit: [www.cambridgeaudio.com/about-us](http://www.cambridgeaudio.com/about-us)

### **JOB DESCRIPTION**

Reporting into the Marketing Director, and working closely with the EMEA Sales Director, the Digital Marketing & e-Commerce Manager will drive Cambridge Audio's European online sales (B2C, Amazon, eBay) through integrated campaigns across all brand digital platforms, both owned and paid. This varied and challenging role will see them deliver an increase in brand revenue and digital acquisition.

### **KEY ACTIVITIES**

- Manage all digital marketing (owned/paid) to drive quality acquisition traffic to the following platforms across Europe: B2C, Amazon, eBay.
- Work with Marketing Director to set the direction for digital Marketing (and coordinated related functions) towards achieving this strategic goal.
- Collaborating with relevant sales teams in key regions to ensure alignment of message and consistent campaign execution.
- Work with Marketing Director to develop short and long-term strategic campaigns to ensure the client remains the leading brand in the digital space.
- Establish regular performance reporting for PPC, Display, Affiliates and SEO.
- Define the strategy to optimised both paid and organic search.
- Develop, evaluate and oversee the implementation of A/B testing protocols and procedures.
- Develop and maintain a social media calendar
- Social posting/boosting in line with company objective.

#### **CAMBRIDGE AUDIO**

Gallery Court, Hankey Place  
London SE1 4BB  
United Kingdom  
+44 (0)207 5515 418

Cambridge Audio is a brand  
of Audio Partnership plc  
Registered in England  
No. 2953313

### PERSONAL PROFILE

- 3 years' experience in ecommerce and driving revenue via paid media
- 3 years' working in a competitive and challenging B2C environment
- 3 years' working with brand social-media platforms
- Evidence of prior responsibility of driving ecommerce revenue across desktop and mobile
- Worked with key internal stakeholders including commercial teams and senior management
- Demonstrable budget responsibility
- Ability to identify and run KPI reporting and dashboards
- Additional languages an advantage, but not essential
- A passion for music and technology.

**Salary:** Competitive + Performance-related Bonus, based on experience.

**To apply:** Please email [hr@cambridgeaudio.com](mailto:hr@cambridgeaudio.com) all applications will be treated in the strictest confidence.

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