

# ORLEBAR BROWN

## JOB DESCRIPTION

<b>TITLE</b>	Digital Marketing Manager
<b>TYPE</b>	Full time
<b>DEPARTMENT</b>	Ecommerce
<b>REPORT TO</b>	Head of Ecommerce
<b>BASED</b>	65 Alfred Road, London W2 5EU

## 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.orebarbrown.com](http://www.orebarbrown.com). The first Orlebar Brown store opened in London in 2011, and there are now seven stores in the UK and six stores in the US, alongside stores managed by franchisees in Australia, France, 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.

We are looking for another strong team player to join us on our journey in establishing Orlebar Brown as the luxury choice lifestyle brand for holiday clothes to wear every day.

## THE POSITION

As Digital Marketing Manager, you will have responsibility for customer acquisition via all online channels supporting Ecommerce and Retail working with Marketing to amplify the brand through best in class creative and support in brand awareness initiatives. You will also work with the CRM team to support their initiatives to drive loyalty.

## GENERAL RESPONSIBILITIES

- Own the digital customer acquisition strategy and a growing customer base via Paid Social, SEO, PPC, Affiliates and Display
- Lead digital planning sessions with external agencies to support trading plan and achieve marketing objectives
- Work closely with ecommerce team to ensure digital marketing channels are reflective of trading needs
- Be a key contributor to the Digital Communication Strategy working closely with Marketing to ensure Acquisition needs are met

- Manage the Search and Display agencies to ensure campaigns are on track; hold weekly meetings to ensure improvements and actions are to drive incremental sales, improve ROI and reflect latest trends in industry
- Manage Paid Social campaigns in house, including briefing, uploading campaigns, testing, publishing and ongoing optimisation
- Manage Affiliates in house
- Day to day management of all aspects of campaign development
- Integrate an A/B testing strategy across channels
- Identify opportunities to drive performance and build business cases if further investment is needed
- Develop digital partnerships to drive brand awareness and conversion
- Ensure all campaigns are tagged for effective reporting
- Work closely with the CRM team to ensure effective targeting and acquisition
- Support Retail to drive footfall and in store conversions
- Identify ways to engage customers digitally in the retail and franchise channels
- Weekly reporting on activity, KPIs and budget
- Budget management
- Presenting the business with reporting in the required frequency and format
- Awareness of digital multichannel marketing trends and what the competition is doing in the space

## KEY SKILLS AND ATTRIBUTES

- Strong numerical skills and commercial acumen
- Possess a strong track record of success in digital customer acquisition
- Well-versed in most if, not all forms of digital channels, demonstrating strong analytical skills
- Have experience in managing and optimising budgets effectively to meet key objectives to deadlines and budget
- Strong understanding of what best in class creative and format looks like
- Experienced in driving traffic to converting pages by providing a brief and feedback to the ecommerce team
- You will have some experience in managing the digital landscape of a brand including monitoring and management of online marketing policies internally and externally
- Have strong reporting skills and confidence to present cases to support your decisions and future strategies
- Strong communication and relationship building skills

## 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, healthcare package and Ride 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](mailto:jobs@orlebarbrown.com) with a copy of your CV.

Direct applicants online. *Recruitment agencies – thanks for reading, but we've got this one covered!*