

Coffee Hub Group Digital Manager

Reporting to: Justin Cornelius

Role: Full Time

Hours: Monday – Friday 08:30 – 17:30

Holiday Entitlement: 28 Days (incl Bank Holidays)

Starting salary: £18,000 + Benefits

Place of Business: The Coffee Hub, Semley Business Park, Station Road, Semley, Shaftesbury, SP7 9AN

Overview: The Coffee Hub Group are looking for a digital expert to review, re-develop and manage all their digital platforms as well as their social media and content for the group of companies operating from the Coffee Hub, all centred around coffee. This will include developing and building ecommerce platforms, SEO, blog posts and content creation. Ensuring seamless integration with fulfilment platforms as well as an element of design and photography.

Key Responsibilities: This role will be multi-disciplined and will include, but not be limited to, the following areas of responsibility:

E-Commerce Management: Head up and effectively manage all areas of E-Commerce through the multiple sales channels we currently offer. You will be expected to maintain a steady revenue stream through each ecommerce platform. Optimising each to deliver maximum revenue achievable. Managing web inventory and stock control, pricing and orders in conjunction with the sales team.

Website Creation: Developing and creation of new websites for the group where existing sites do not perform correctly or where they do not currently exist at all. Each website should have ease of functionality and navigation. Responsive to its audience and must comply with all laws and legislation governing the internet and the company policies.

Website Development: Ensuring website content is maintained, accurate and relevant. Keeping each website up to date with the use of social posting, blog feeds and mailouts. Ensuring all new areas of each business are accurately recorded and displayed as well as removing older data and pages no longer relevant. Keeping stock inventory accurate and up to date.

Intranet Maintenance: Responsible for making sure that the company Intranet page is kept up to date and all information stored on it is relevant and up to date. Notifying management team of any areas that require additional upkeep.

SEO: Review, update and maintain Search Engine Optimisation on all sites, using relevant legitimate techniques to achieve the highest ranking we are able to across all sites. Receiving reportable data for periodic management review.

Content Creation: Work with our department heads to produce new content on a regular basis, posting new content to the various sites in the form of blogs, vlogs or newsletter mailouts.

Blog Posting & Mailshots: Creating and posting quality blog posts on a regular frequency across all channels to ensure increased traffic to each site and customer engagement. Creating mailshots and product shout outs for sharing to our subscribe audiences in line with GDPR regulations.

Social Media Content Management: Working with the heads of departments to create eye catching social media posts, ensuring they are on point and socially responsible for the use on the various social media channels we operate across all brands. Working closely with other Hub partners also looking to promote the brands through our channels.

Social Media Advertising Management: Effectively manage and monitor effectiveness of any social media advertising campaigns we chose to run. Work closely with MD to ensure we achieve required return on advertising spend.