

## Head of Growth Marketing

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Company: Blu Digital

Location: United Kingdom

Category: business-and-financial-operations

## Head of Growth Marketing

Remote

My industry leading client is looking for a brand-new Head of Growth Marketing to join their fast-growing team. This role is fully remote offering a competitive salary of up to £90,000 with great benefits. This is a solution product Ecommerce business with ambitious growth plans for the year with an aim to become the market leader.

You will help develop their Marketing strategy, improving organic traffic through a cross-channel Marketing strategy. You will increase referral traffic through affiliate marketing and PR. You will also help grow your team in the direction you see most beneficial. You will manage activities with a clear focus on ROI and provable performance. You will work with their Head of Digital to raise conversion rates and customer loyalty, as a visible member of the Senior Leadership Team, setting the example for the rest of the business.

You will love using data to tell stories with experience in Ecommerce B2C Marketing. You will need the ability to understand customer behaviour, building personalised journeys to help people achieve their goals. You will be capable of effectively hiring, developing, and engaging teams.

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