



## DIGITAL PERFORMANCE MANAGER

Job Description | August 2019

### IKAWA

IKAWA is a fast-growing start-up based in east London.

We design and manufacture transformational, innovative systems to improve the quality and appreciation of coffee and have customers in over 70 countries worldwide.

Our products currently consist of two types of coffee roasting machines together with supporting apps and a range of curated green coffees. The award winning IKAWA Sample Roaster is used by coffee professionals to advance coffee quality by helping them improve their evaluation of green coffees. It has already been disruptive in this sector and is now being used by industry leaders to enter and win global coffee competitions.



We have also launched our first product in the IKAWA At Home range - our Smart Home Coffee Roaster System. This simple and accessible approach includes a coffee roaster, selection of green coffees, roast recipes and the IKAWA Home app. It is designed to bring coffee to life for coffee connoisseurs and enthusiasts. We're excited about the opportunities to expand in this sector.

Join us and help deliver this potential.

Our head office is in London Fields, East London. We have a sales office in Los Angeles and distributors worldwide.

See: [www.ikawacoffee.com](http://www.ikawacoffee.com)



## **The Role**

We are looking for a bright, quick thinking and data savvy and strategically minded digitally oriented marketing professional to join the team in our London Headquarters.

This role will report to the Head of Marketing and play a crucial role in helping IKAWA deliver our marketing strategies, grow our customer base and improve our customers experiences. You will directly affect the business' success and will have an important role in shaping strategies as well as testing and rolling out new tactics, tools and campaigns.

You will work closely across the marketing team, in both For Professionals and At Home categories. Your work will cover the following areas - supported by marketing team, freelancers, and agencies as appropriate.

### Website

The whole Marketing team will contribute to website projects - including briefing and delivery - but you will be responsible for overall site performance and smooth day to day running - with support of our web agency and external partners who host site and are available for further projects. You will also be the first port of call for more complex web projects.

### Ecommerce

- Optimising sales funnel - from landing pages to checkout, including conversation tests, evaluating user experience, and other tactics.
- Managing the online shop.

### Data, Insights and Analysis

- Creation and management of reporting key digital metrics to help the team continually improve our marketing.
- Analysis of data and providing insights on a regular basis to assist the team to make data driven decisions.
- Support from external experts is available.

### Paid Digital Advertising

- With support of Marketing Managers, a designer, and external agencies as needed, you will be responsible for strategy, implementation and optimisation of paid advertising including PPC, Shopping, Display and Paid Social.
- Recommendations around other channels including YouTube, etc.

### Email Marketing

- You will be responsible for the management of the database, segmentation of customers and stakeholders.
- Build of emails using content provided by marketing managers.
- Send of emails, including more complex campaigns.
- Reporting and analysis to help ensure we maintain high relevance to our audiences.

### Agile CRM / New CRM

- Managing complex campaigns through our CRM.
- Ensuring the database is properly structured and well maintained.
- Helping the business to get maximum value from the tools available - internal team training.



### **Experience, Skills and Personal Qualities**

Successful candidate will have at least two years' experience in comparable roles and solid understanding of the digital landscape.

#### Essential

- Experience with paid social platforms (particularly Instagram and, Facebook).
- Excellent working knowledge of PPC – specifically Google Ads.
- Strong understanding of Google Analytics, Google Search Console, Google Data Studio and Tag Manager.
- In depth experience of email marketing.
  
- Comfortable getting 'under the hood' of a WordPress website.
- Database and CRM tools and management (ideally Agile CRM or Salesforce).
- Able to use Excel to an advanced standard.
  
- Results driven and solution oriented.
- Highly analytical, proven ability to translate data into actionable insight.
- Thrive in a fast-paced, constantly evolving work environment.
- Incredibly customer focused and curious, obsessed with deeply understanding customer behaviours.
- Confident, personable and a team player – but also able to work effectively on solo projects.

#### Desired

- Experience managing ecommerce sites.
- Knowledge of WordPress / WooCommerce.
- Project management and experience managing external agencies.
- Degree in business, marketing or appropriate professional qualification.

### **Location**

Our office and workshop is located at:

IKAWA Ltd, Unit 9, Bayford Street Business Centre, Bayford Street, London, E8 3SE

### **Contract**

Full time (Monday – Friday).

Start September 2019, notice periods considered.

### **Remuneration**

Competitive salary based on experience.

Company benefits including MacBook, Home Roaster, team incentives and activities, perks, occasional travel, L&D opportunities, 22 days' holiday plus bank holidays, access to company pension scheme, ride to work scheme.

### **Application**

Please send a CV, a cover letter, maximum one side, including the thing that excites you most about this role, and setting out how your experience meets the job description to [jobs@ikawacoffee.com](mailto:jobs@ikawacoffee.com).

Please contact Matyas Tamasi, HR Manager with any queries on +44(0)7397512324.