



Acquisition Marketing Manager

Who are we?

A pioneer of organic home delivery, Abel & Cole is a brand famous for seasonal organic fruit & veg. Since 1988 we've built close relationships with other brilliant organic pioneers in order to deliver a wide range of fantastic organic food to people's homes across much of England. We represent a refreshing alternative to supermarket shopping, but without being worthy or preachy. No air freight, no silly packaging, no nasty chemicals – just great food produced by people who really love what they do.

We deliver to around 40,000 households and we employ nearly 600 great people. We consider ourselves bold, irreverent, genuine, friendly and honest, and it is crucial that this comes across in everything we do.

Role Summary:

This role will be focused on devising and implementing acquisition strategy (including re-engagement), primarily across all channels leading prospects towards conversion via our website. In a fast changing and competitive market, we're looking for someone with experience across the toolbox of ecommerce acquisition channels, a track record of driving growth, and determination to achieve targets. The role's main responsibility will be to maximise conversion from awareness to active customer.

Key Responsibilities

- Responsible for acquisition strategy, execution and success; consistently hitting or exceeding the agreed forecast
- Working with acquisition colleagues, the analyst team and in-house creative team to plan and execute both always-on and seasonal campaigns, optimising for direct response, retargeting and lead generation acquisition activity
- Leverage the full marketing mix, including partnerships, affiliates, Out Of Home, digital advertising, email, direct mail, referrals; as well as trialling all manner of new opportunities
- Work with our analysis team to understand the effectiveness of campaigns; test and learn across channels; and find ways to improve online conversion, as per opportunities identified by our Web Optimisation Specialist
- Manage relationships with the various agencies we work with, and research and test partnerships with new vendors to expand our reach and/or lower cost-per-acquisition
- Stay up-to-date with acquisition marketing capabilities, potential new channels and strategies, to keep us ahead of the game

Experience and Skills

- Track record in acquisition marketing strategy a must; experience in ecommerce and subscription retail preferable
- Driven by achieving acquisition forecast, works at pace to achieve this
- Good at listening and interpreting business requirements, translating them into effective commercial campaigns
- Ability to set and manage priorities judiciously, with strong analytical, evaluative, and problem-solving abilities
- Team player with a can-do attitude, willing to get stuck in and roll their sleeves up
- An excellent communicator - comfortable working in a close knit team and at a number of levels. Possesses a consultative approach to engaging business stakeholders
- A flexible attitude, able to respond well to pressure with a solutions approach to changing priorities
- An interest in organic food and ethical business, and understanding of the Abel & Cole brand personality

Important Information

- **Reports to:** Marketing Director, with accountability to Head of Commercial
- **Working hours:** Monday - Friday, 9am-5:30pm (flexible)
- **Job Type:** Permanent
- **Base:** Wimbledon, South London
- **Benefits:** Includes free weekly fruit and veg box, staff discount, contributory pension scheme, Cycle to Work scheme...

To apply, please email your CV and covering letter to jobs@abelandcole.co.uk and use "Acquisition Marketing Manager" in the subject line.