



Growth Marketing Executive - Wimbledon

Who are Abel & Cole? Check us out at www.abelandcole.co.uk, <https://bcorporation.net/directory/abel-cole>, [Instagram](#) and [Facebook](#)

Hi. We're Abel & Cole. We gather up the best organic groceries, pack it all in boxes and deliver it to doorsteps up and down the land. We're passionate about great food, the great folks who bring it to our plates, and offering an ethical alternative to the madness of supermarket shopping.

Role Summary

We're looking for someone to join Abel & Cole's marketing department in our new customer team. Your role will be to plan vibrant and engaging marketing campaigns to encourage new customers to give Abel & Cole a try. Our customers love shopping with us and you will be working on finding opportunities to share the great things we do with potential new customers too. We have a wide range of channels from Partnerships and Direct Mail to Tube adverts and Facebook/Instagram. You'll need to be full of ideas and enthusiasm to plan and build campaigns to achieve your targets and then you will see your campaigns go live and deliver results.

We have a fun, collaborative and inclusive working environment at Abel & Cole. We love to be bold and try new things and in this role you'll have the opportunity to see the direct impact of your campaigns on our sales results each week. We will teach you everything you need to know about marketing, A/B testing and campaign management and we will also help your development and progression with a programme of training and personal growth initiatives. Customer acquisition is an important part of Abel & Cole and an area we are very excited to grow – if you share this excitement then we'd love to hear from you.

Here's what you'll be getting up to:

- Planning vibrant, engaging marketing campaigns to encourage new customers to join Abel & Cole.
- Working with key stakeholders such as Buying, Analysis and IT to manage the successful and smooth execution of each campaign.
- Brief and work closely with our in-house creative team to bring your campaign to life.
- Testing offers, creative content and formats for results driven improvement.
- Monitoring daily sign ups against campaign forecasts and acting quickly to make up any gaps you can foresee.
- Looking out for stand out competitor marketing to influence and test in future campaigns.
- Working with our analysis team to review campaign performance to take learnings for your next campaign.
- Researching and testing new channels to reach potential customers.

Here's what we are looking for:

- A creative thinker, full of ideas and enthusiasm.
- A strong drive to achieve targets and quick to react when necessary.
- Strong organisation and time management skills.
- Proactivity with the ability to act on your own initiative.
- Good commercial awareness and logical thinker.
- Comfortable working under pressure and at pace.



- Strong desire to develop, learn and progress.
- Educated to degree level (or equivalent).

What we offer

- This is a full-time position as we want to spend lots of time with your wonderful self – Monday – Friday, 37.5 hours per week.
- 30 days holiday per annum inclusive of bank holidays
- A free box of fruit and veg every week (It's pretty delicious!) alongside company discount of up to 35%.
- Cycle to Work Scheme.
- Grants for sport, performing arts, education and non-vocational courses.
- Contributory pension scheme

If you feel like you would like to apply to the above role, please send your CV and a short cover letter explaining your interest in the role to: careers@abelandcole.co.uk.

Abel & Cole promotes equal opportunities for all employees. We want our employees to develop their talents to the full for the benefit of all. Members of staff are expected to take personal responsibility for keeping our workplace free from discrimination - a place where everyone is treated respectfully.