



Growth Marketing Lead - Wimbledon

Who are we?

Abel & Cole has pioneered organic, ethical and sustainable food delivery for over 30 years. Doing things better is our bread and butter; from saving over 60 million plastic bags by using reusable boxes for our food deliveries, to finding alternatives to plastic long before it hit the headlines. We are forever challenging ourselves to find the most positive way to do business and want everyone to eat organic because it's one way to save the future. It's these values that enabled us to become B Corp certified; an optional audit we've gone through to recognise how we put people and planet before profit, as well as help us find room for further improvement.

We're looking for more people to join our team of almost 550, to share our passion for doing the right thing even bigger and better than we do already. In a fast paced and competitive market, we know it's our people who make the difference. We've learnt how important it is to recognise, develop and promote from within; and that trusting people lets them come up with the best ideas and that helps our entrepreneurial spirit to thrive.

Want to see more? Check us out at www.abelandcole.co.uk, <https://bcorporation.net/directory/abel-cole> and [Instagram](#)

Role Summary

We are looking for someone to lead Customer Growth Marketing at Abel & Cole, taking ownership and transforming our approach to online and off-line conversion from the outset. You will lead the Customer Growth team to drive and deliver your acquisition strategy and targets. We love to be bold and try new things and in this role you'll be encouraged to do this continuously. We have a fun, collaborative and inclusive working environment at Abel & Cole and you'll be working with our in-house creative, content and studio teams to bring your campaigns to life. You'll have pride in your work and will therefore love seeing your campaigns go live and deliver great results.

Growth marketing is an important part of Abel & Cole and an area we are very excited to grow – if you share our excitement then we'd love to hear from you. If you understand our brand, you will know what we are looking for in this role!

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

- Planning and developing Abel & Cole's strategic plan for direct response customer acquisition with ownership end to end.
- Overseeing the following key channels; Direct Mail, Paid Social, Paid Search, Out of Home, Email, Partnerships, Events, Outbound Calling and Referrals, alongside many smaller and test channels .
- Leading your team and agencies to successfully execute your strategy, achieving target first delivery numbers month after month.
- Representing Customer Growth to key leaders across all departments at Abel & Cole.



- Keeping a key focus of development and progression for your team and yourself.
- Driving a data-led approach with the marketing analyst and ensuring best practice for data handling.
- Building strong relationships with our marketing agencies to develop and grow key channels.
- Driving your team to monitor and keep on top of numbers, reacting quickly to close any expected gaps to forecast.
- Seeking out new channels or opportunities to test with a bold, entrepreneurial spirit.

Here's what we are looking for:

- A creative thinker, full of ideas and enthusiasm.
- A proven track record in direct response customer acquisition or growth marketing.
- A strong drive to achieve targets and quick to react when necessary.
- Exceptional leadership skills and ability to develop others.
- Strong desire to develop, learn and progress at Abel & Cole.
- Someone who thrives working under pressure and at pace.
- An interest in organic food and ethical business.

What we offer

- This is a full-time position, Monday –Friday
- 33 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.