



The Company

FitFlop is a booming new shoe company, launched in 2007 after Marcia Kilgore collaborated with expert biomechanists Dr David Cook and Darren James of London South Bank University to create the ultimate function forward leg-muscle activating sandal. Four years (and over 12 million pairs sold) later, FITFLOP is a phenomenon.

The original, patent-pending Microwobbleboard™ midsole is now engineered into an all-weather range of sandals, slippers, sneakers, clogs, boots and shoes, is sold in 52 countries, and is the fastest-growing function-meets-fashion footwear brand in the world.

The role: Online Marketing Manager

This fantastic opportunity has arisen for an experienced Online Marketing Manager to join the Head Office of a Fast growing Fast paced footwear business.

As a dynamic marketing professional you will have good experience in the full marketing mix, including SEO, PPC, Affiliates, Catalogue, events, CRM and promotions as well as a clear understanding of social media. You'll have a demonstrable record of ROI delivery across channels.

You will be responsible for managing the online Marketing across Key Territories, identifying and executing strategies which enable the business to communicate effectively with our target audience.

You will oversee acquisition and retention marketing strategies, combining email campaigns, Affiliate relationships, and third party partnerships.

This role requires someone who has the passion, commerciality and creative ability to help drive the brand forward. It is a great opportunity to develop your skills even further. You should certainly have retail ecommerce experience, perhaps with a luxury brand.

Your Qualifications/Experience/Skills:

- You will have a full marketing mix experience
- Be ambitious with a proven background of at least two years in the retail sector within highly regarded brands
- Demonstrate excellent leadership potential / skills
- Additional languages would be an advantage

Location: Based in White Plains

Benefits

- 24 days holiday
- Health care
- Bonus up to 10% of salary based on personal and business performance
- Generous staff discount scheme