



Published Role Title	Global DTC Senior Marketing Manager (SYS-40248)
Type of Role	Perm
Location	Street, Somerset, UK

Job Description

Delivers Clarks global DTC marketing strategy, collaborating closely with regional eCommerce and retail teams to create a cohesive brand experience across digital platforms and own retail. Leads the delivery of digital and own channel assets through global brand teams, and the adoption of innovative platforms and technologies to activate seasonal marketing plans.

Responsibilities:

1. Define and deliver global DTC marketing strategies that build our brand position within digital and retail channels; aligned to global brand strategies and informed by regional insights and consumer trends. 2. Create seasonal DTC marketing plans that support the commercial goals of our digital and retail channels, through locally relevant content within a consistent global framework. Responsible for delivering the frameworks, platforms and tools to facilitate easy implementation of the seasonal plans by region, rolling up into the global plan and providing easy visibility and tracking to this plan. 3. Develop a leading-edge knowledge of digital marketing trends and enabling technologies, working at pace to adopt new innovations, working with external partners as needed and driving a test & learn approach within our DTC channels, feeding into our marketing strategy and seasonal plans. 4. Collaborate with the Global Brand teams to ensure that DTC requirements are digitally led and are fully integrated into the overall seasonal content plan by feeding in all relevant insights, lessons and requirements to ensure the plan is fully optimised for digital and retail channels. 5. Responsible for the delivery of all global DTC assets (as defined by DTC seasonal plans) OTIF and within budget.

Including (but not exclusively): editorial content, supporting assets and banners, apps, emails, retail windows and POP/display, in-store storytelling and VM. Some of these could be highly complex projects which may involve managing external parties, internal resources, external agencies, the design studio and IT as appropriate to support the region to deliver. All these projects will have global oversight and scope delivering across multiple markets and across owned and third-party digital platforms, judgement and problem solving will be key in successfully delivering each seasonal tool kit or project appropriate for each region that is aligned to the global plan. 6. On-going management & coordination of all owned global DTC assets required to deliver the brand and regional strategies ensuring they are fit for purpose and up to date.

Coordinating the necessary resources throughout the business (including Brand Marketing, Studio, IT & Regional eCommerce teams). And in collaboration with the Brand marketing teams, create and deploy seasonal guidelines that clarify global and local responsibilities for management of all Clarks' digital and retail assets to ensure consistency throughout DTC channels. 7. Produce a monthly report summarising key digital marketing Indicators (e.g. Google Search trends) from data supplied by regions to enable the Global team to understand the market conditions, consumer behaviour and missed opportunities to make recommendations and influence future plans to capitalise on these opportunities. and in collaboration with regional marketing teams generate monthly/quarterly performance reports to enable full understanding of the marketing & content effectiveness, feeding on-going and future optimisation of the season DTC strategy. 8. Cascade digital & retail best practice across regions and up-skill regional teams where there are differing sizes of team and differing capability sets, to ensure we harness capability and create forums for cross regional working and sharing.

Skills, Knowledge and Experience • Digital project management experience to ensure effective management and timeline planning of delivery the seasonal strategy and tools to support an on time seasonal launch. • Proven knowledge of digital marketing, specifically compelling brand websites, content production, social media, SEO, paid search, eCRM, display, web analytics with proven results • Applied knowledge of (bricks & mortar) retail marketing, particularly as relates to an integrated DTC marketing model • Experience in managing budgets, partners and service providers including agencies, online marketing and other related companies to achieve DTC & digital goals • CRM Experience– Email production, data segmentation and audience profiling • Demonstrable experience of using analytics and analysis of data to optimise performance of both in flight and future campaigns. • Ability to work within a matrix organisation to develop and implement marketing plans to support a diverse international business. • Proven ability in delivering successful digital marketing strategies, social media tools and other digital technologies.