

# GENTLEMAN'S JOURNAL

## Paid Social and CRM Specialist

### The Details

Over the last five years, Gentleman's Journal has built one of the most premium and influential men's luxury audiences in the world. Today, Gentleman's Journal is the premier lifestyle publication for the modern gentleman – a curated handbook of the finer things in the world. Following a very successful 2018, we are now looking to expand the team to help us grow our subscription base and launch our e-commerce platform.

Gentleman's Journal is expanding. We're looking for a content and social media extraordinaire with uncapped creative thinking. You'll be a Paid Social and CRM Specialist and ideally, have had previous experience working for an eCommerce company. You'll have a fantastic knowledge of acquisition and growth hacker marketing. You will have good knowledge of Paid Search, with great skills in reporting, customer segmentation and analytics.

As a Paid Social and CRM specialist, you will also be experienced in best practice, strategy and technologies when it comes to managing and analysing customer patterns, with a goal of improving customer-service relationships and assisting in retention and driving sales.

To be successful in this role, you should be proactive, a self-starter and someone who is driven by goals and targets with the passion to scale businesses quickly.

Apply with your CV and digital portfolio before Tuesday 30th April to [Harry@thegentlemansjournal.com](mailto:Harry@thegentlemansjournal.com) and [Christopher@thegentlemansjournal.com](mailto:Christopher@thegentlemansjournal.com)

### Key areas of responsibility:

- Paid Social - You'll run campaigns across social, setting up the campaigns from scratch, implementing tagging, tracking and campaign analysis.
- Paid Media - you'll plan the strategies and campaigns to drive traffic and site for acquisition and retention of customers.
- Curate great learning content. A/B Test creatives to ensure maximum acquisition and growth.
- Managing the PPC and Display strategies.
- Manage any outsourced campaigns ensuring that KPI's, timelines are met and goals are ultimately reached.
- Campaign Reporting and Analytics for all digital marketing campaigns.
- Ensuring the conversion of customers by assisting with offline marketing campaigns to ensure Customer journeys and touch-points are maximised across launches and promotional events.
- Manage social media channels to build awareness, engagement, brand personality and drive conversions.
- Respond to all customer questions and comments in a timely, witty and friendly tone.
- Manage regular newsletter campaigns including segmenting the database and reporting on the data
- Set up innovative testing strategies to gain insight into the database and increase KPIs
- Complete weekly and monthly reports with analysis and suggestion
- Complete competitor reviews across multiple channels including but not limited to newsletters, emails, and Instagram
- Co-ordinate email, newsletter and social calendars
- Research and implement the best tools to acquire, retain, and engage customers
- Collaborate with all departments across Gentleman's Journal to ensure the message of the strategy is clear, and that everyone is on board

**The person:**

- An incredible personality both online and offline
- Confident in voicing opinion backed up with fact
- Excellent verbal and written communication skills. We're looking for an incredible copywriter!
- Impeccable attention to detail
- Expertise in using online analytics and scheduling tools
- Unlimited creative flair, content ideas and a unique tone of voice
- Social media savvy with a great understanding of what it takes to create engaging content