

GENTLEMAN'S JOURNAL

Marketing Manager | London Office

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 and agency for the modern gentleman — a curated handbook of the finer things in the world.

We are looking for a Marketing Manager who has a breadth of experience across both online and offline marketing. The individual must champion performance marketing and understand the basic factors in growing a digital audience, readership and customer/membership base.

The role includes but is not limited to:

- Membership Strategy
 - Acquiring new partners to increase the value of the product offering — e.g. restaurants, hotels, bars, lifestyle brands and events.
 - Implementing a growth model for the acquisition of new members as well as retention — includes building the digital database through techniques such as running competitions.
 - Creating partnerships with similar demographic brands, who have large databases to target for selling the Clubhouse.
 - Creating newsletters — using MailChimp, creating fortnightly member-only content and sales newsletters, both for the Clubhouse and E-commerce.
- Data & Growth Model
 - Using techniques to increase the digital database.
 - Working closely and drawing insights from all data sources.
 - Running regular competitions.
- CRM
 - Making sure the reader and user journey throughout the website is streamlined to encourage Clubhouse sign-ups.
 - Using Google Analytics and Hotjar to draw insights and user feedback then act on the information collected.
 - Includes helping the editorial team with SEO/content that increases traffic to the website.

- Social Advertising
 - Look after the paid social strategy — increase followers, engagement and Clubhouse conversations.
 - A/B testing through Facebook and Instagram ad manager — running tests with different audience segments as well as retargeting campaigns.
 - Helping with other partner social campaigns.

- Marketing Output
 - Briefing and creating marketing collateral, including social media assets and website banners, to promote the Clubhouse — this includes assets to promote competitions.
 - Promoting GJ content on other brands digital channels.
 - Updating and briefing media and sales packs to send to clients for wider commercial activity.
 - Editing captions on the website to best sell and represent the Clubhouse and brand.
 - Championing the GJ brand in all digital communications.

- Influencer and Brand Campaigns
 - Project Management of Gstudio influencer and brand trips.
 - Sourcing talent and negotiating contracts.
 - Briefing Design and Editorial to create assets and make sure that the activation is delivered according to the agreed timeline.
 - Organising all the logistics with the campaign — from making sure the creative outputs are delivered to finding and negotiating deals with travel and accommodation partners. Includes looking after all talent and client logistics too.
 - Briefing photographers and videographers on the creative direction and making sure they are all up to date with planned dates and logistics.
 - Managing call sheets.

- Media Partnerships & Events
 - Project Management of event activations.
 - Sourcing and negotiating deals with the brand/client.
 - Sourcing and negotiating space.
 - Briefing Design and Editorial to create assets and make sure that the activation is delivered according to the agreed timeline.
 - Briefing photographers and videographers on the creative direction and making sure they are all up to date with planned dates and logistics.
 - Managing the full guest list.
 - Managing the call sheet.

- Distribution
 - Managing the entire distribution process for both the magazine and the newspaper.

- Working with partner agencies to strategically place the newspaper and magazine in certain locations.
- Includes subscriber management — solving queries.
- Managing the bi-annual ABC audit.

- Product Development

- Creating new product ideas to increase revenue streams for the business.
- Evolving the Clubhouse based on an analytical approach.

- Ecommerce

- Managing client relationships including making sure product information is correct and stock is up to date.
- Sending on orders to brands to fulfil.
- Managing customer queries and expectations.

The successful candidate must have the following:

- Commercial mindset
- Problem solver
- Creative thinker
- Understanding client KPIs and delivering against objectives
- Ability to manage multiple tasks and projects simultaneously
- Excellent time management and organisational skills
- Ability to prioritise your workload
- Experience managing people

The person will be available to start as soon as possible.

Please send your CV to harry@thegentlemansjournal.com.