

Job Title: E-Commerce And Digital Marketing Manager

Company: HERMOSA - www.livehermosa.com

Location: London

Employment Type: Full-time - In person

Salary: £35,000 + Benefits

About Us:

HERMOSA is a dynamic and innovative brand committed to Inspiring Active Lifestyles Worldwide through supplements that are declattered, gut friendly and delicious. As we grow, we're seeking a driven and creative Marketing Manager to lead our digital strategy and event marketing efforts. If you're passionate about digital marketing, events, and building impactful campaigns, but mainly love the fitness and wellness industry, we'd love to hear from you!

Job Summary:

The Marketing Manager will be responsible for developing and executing HERMOSA's digital marketing strategy. This role combines creativity and analytics to enhance our online presence, drive engagement, and achieve business growth. You will oversee social media management, content creation, and digital advertising while organizing events that amplify the HERMOSA brand.

This is a perfect role for a recent graduate with 1-2 years of experience in digital marketing and event planning, who is ready to take ownership of impactful projects in a fast-paced environment.

Key Responsibilities:

Digital Strategy & Execution

- Develop and implement a comprehensive digital marketing strategy to increase brand awareness and drive conversions.
- Manage SEO initiatives to enhance organic visibility and website traffic.
- Plan, execute and optimize paid organic social media campaigns (Facebook, Instagram, TikTok, LinkedIn, etc.) to achieve KPIs.
- Budget target setting and controlling.

Social Media & Content Creation

- Oversee day-to-day social media management, ensuring consistent and engaging content across all platforms.
- Create high-quality photography and videography content that resonates with our audience.
- Design visually appealing and brand-aligned assets using tools like Adobe Creative Suite or Canva.

Event Marketing

- Plan and execute events that align with the HERMOSA brand, including product launches, pop-ups, and experiential marketing campaigns.
- Collaborate with cross-functional teams and external vendors to ensure seamless event execution.

Analytics & Reporting

- Track and analyze campaign performance to identify opportunities for improvement.
 - Generate regular reports to communicate insights and recommendations to the leadership team.
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Qualifications:

Must-Have:

- Degree in Marketing, Communications, or a related field.
- 1-2 years of experience in digital marketing and/or event planning.
- Proficiency in SEO strategy, social media advertising, and campaign execution.
- Strong photography and videography skills, including editing.
- Design skills with experience using tools like Adobe Photoshop, Illustrator, or Canva.
- Excellent organizational skills with the ability to manage multiple projects simultaneously.

Nice-to-Have:

- Familiarity with tools such as Google Analytics, Meta Business Suite and SEO.
- Basic knowledge of email marketing platforms and CRM tools.

Personal Attributes:

- Creative thinker with a strategic mindset.
- Strong attention to detail and commitment to excellence.
- Self-starter with the ability to work independently and take initiative.
- Enthusiastic about learning about the wider business and staying updated on industry trends.

What We Offer:

- A collaborative and creative work environment.
 - Opportunity to make a significant impact and grow with the company.
 - Competitive salary and benefits package.
 - Ongoing professional development and learning opportunities.
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How to Apply:

If you're excited to bring your passion for marketing to HERMOSA, please send your CV, portfolio, and a brief cover letter explaining why you're the perfect fit for this role to **erika@livehermosa.com**

We can't wait to have you inspiring active lifestyles worldwide with HERMOSA!

www.livehermosa.com

