JOB PROFILE

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| **DEPARTMENT:** Marketing | **POST TITLE:** Head of Digital |
| **SALARY:** | **REPORTS TO:** Marketing Director |
| **HOURS:** 8.30am to 5.00pm, Monday to Friday  This role will require additional commitment during evenings and weekends during busy periods. | **RESPONSIBLE FOR:** |

The following information is provided to help applicants understand and appreciate the general work content of their post and the role they are to play at Limitless Digital Group Limited (LDG). The duties and responsibilities highlighted in this Job Profile are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and scope of the post and the salary has been established on this basis.

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| **Key Purpose of Post:** |
| We are seeking a strategic and commercially driven Head of Digital to lead our digital marketing function across all digital channels. This role is pivotal in driving customer acquisition, retention, and revenue growth through data-led decision-making and cross-functional leadership.  A strong background in paid acquisition, SEO & CRM will be essential. You’ll also be at the forefront of best practice and innovation in digital marketing and have a detailed understanding of ecommerce retail  An extremely strong work ethic is required in this position, working with the Marketing Director to continually develop and refine our digital marketing and maximise the return on our significant investment. |
| **Main Responsibilities of Post:** |
| **Key Responsibilities**   * **Strategic Leadership**: Define and execute the digital marketing strategy across PPC, SEO, CRM, Affiliates, Paid Social, Display, and emerging channels. * **Team Management**: Lead, mentor, and develop a high-performing team of 15 digital specialists, fostering a culture of innovation, accountability, and continuous improvement. * **Budget Oversight**: Manage and optimize a digital marketing budget exceeding £20M, ensuring efficient allocation and strong ROI across all channels. * **Performance Marketing**: Drive acquisition and conversion through best-in-class paid media strategies, including Google Ads, Meta and affiliate networks. * **CRM & Retention**: Oversee lifecycle marketing strategies, including email, SMS, and loyalty programs to maximize customer lifetime value. * **SEO & Content**: Oversee organic growth initiatives through technical SEO, content strategy, and on-site optimization. * **Data & Analytics**: Champion a data-driven culture, leveraging analytics tools to track KPIs, measure performance, and inform strategic decisions. * **Stakeholder Collaboration**: Work closely with Ecommerce, Brand, IT, Buying & Merchandising teams to align digital initiatives with broader business goals. * **Innovation & Trends**: Stay ahead of digital trends, testing new platforms and technologies to maintain a competitive edge. |

**PERSON SPECIFICATION**

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| **Knowledge:** | **Essential/Desirable** |
| * Proven experience in a senior digital marketing leadership role within a fast-paced e-commerce retail environment. * Demonstrable success managing large-scale budgets (£10M+) and delivering measurable growth. * Strong leadership skills with experience managing and scaling high-performing teams. * Deep expertise in performance marketing, CRM, SEO, and digital analytics. * Commercially astute with a strong grasp of customer behaviour, funnel optimization, and attribution. * Excellent communication and stakeholder management skills. | * Essential * Essential * Essential * Essential * Essential |
| **Experience:** | **Essential/Desirable** |
| * Must possess 5+ years of experience in a similar capacity within B2C online retail. * A seasoned professional in digital analytics and insight. * Experience of people management and leadership. | * Essential * Essential * Essential |
| **Qualifications:** | **Essential/Desirable** |
| * Relevant degree level qualification * Evidence of continued learning/development and the practical application of this. * Google Analytics qualified. | * Desirable * Essential * Desirable |
| **Skills & Ability:** | **Essential/Desirable** |
| * Strong quantitative analysis skills within a trading environment with the ability to make data-justified business decisions, and to confidently present recommendations at C-suite level and to junior staff. * Ability to manage significant work demands to prioritise, manage expectations and deliver tangible outcomes. * Ability to work in the detail in a hands-on role. * The ability to draw on expertise in all channels * A genuine passion for digital marketing and best in class practices . * Analytical mindset with a data-driven approach. * Highly organised and able to handle high volumes of work in a fast-paced environment, with an extremely strong work ethic. * Excellent communication skills, is respectful and able to influence people at all levels both internally and externally through listening and adjusting their communication style to meet the needs of the audience. * A strong personality with the ability to manage difficult situations with both internal and external stakeholders. * Ability to work under pressure to achieve tight deadlines. * Strong people management skills | * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential |
| **Communiation:** | **Essential/Desirable** |
| * Able to communicate sensitively and in an appropriate manner. * Able to communicate clearly and effectively with a diverse range of people (both verbally and in writing). * Actively listen, share information, and propose suggestions and solutions * Able to demonstrate sympathy and discretion when dealing with issues which require understanding. * Show respect and fairness when communicating, considering the feelings of others. | * Essential * Essential * Essential * Essential * Essential |
| **Behaviour & Personal Characteristics:** | **Essential/Desirable** |
| * Commercially driven * Able to manage a high workload and competing priorities. * Motivated, focused and hard working * An effective and visible manager with the ability to inspire and empower others. * Ability to assess short and long term priorities in order to effectively manage the workload of the team. * Calm, tenacious and focused under pressure. * Role models the values and behaviours that we expect at all times. * Build rapport and displays integrity at all times. * Treats everyone equally, with respect and dignity. * Actively promotes change and improvement. * Loyal to Limitless Digital. | * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential |