



**A NEW
DIRECTION**
We create opportunity

**GOOD
GROWTH
HUB**

with Billi London

billi
London

STEP

Billi London

Digital Marketing Executive

Location of role: London/ Hybrid
Placement hours: 25
Placement length: 12 months
Salary: London Living Wage (£11.05 p/h)
STEP Strand: Fashion & Design

About Billi London

At Billi London, we are on a mission to shape the future of legwear with revolutionary biodegradable tights.

People today want to both look and feel great. It is no longer enough for their fashion to be a material commodity, now it must equally behave with a conscience. While our values have changed, legwear has lagged behind other categories in reflecting this new ethos. Rarely do

we question its journey beyond our wardrobe, however, it's this exact question that led us to years of research and the founding of Billi London; the world's first certified 100% biodegradable tights brand.

Revolutionary tights which do not compromise on any of the markings of true luxury, durability, craftsmanship, innovation and absolute comfort. It is with this enduring passion for innovation and enhancement that we continue to challenge the norms of the industry in search of more sustainable methods and materials.

Forever bringing you luxury legwear with a conscience.

Visit our website to find out more: <https://billi-london.com/>

About the role

We are looking for a passionate Digital Marketing Executive to execute our mission with us. The Digital Marketing Executive's core purpose is to assist and support the team on digital strategies to grow the brand awareness online.

This is an exciting and fast-paced position for an energetic individual with an eagerness to develop and learn new digital skills. You will have a passion to drive change in the fashion industry and a strong appetite for digital marketing and e-commerce.

- Manage the digital automation tools
- Assist in managing the automation customer journey: managing performance and updating the flow (content, visuals, number of emails, personalisation)
- Monitor analytics to measure the performance of the digital activities (on social media, website, database, ads, automatic emails series) and make recommendations to change
- Weekly reporting to the team of the digital results
- Ensure all marketing activity/initiatives are captured properly for archives and seasonal recap reports, taking screenshots and helping to gather KPIs
- Building and sending the weekly newsletters in Klavyo in collaboration with the content creator
- Assist in the management of both the ambassador and affiliate program
- Support in managing the website (changes, uploading new blog post)
- Explore in conducting ad-hoc research on competitors in the different markets and present new digital marketing ideas
- Monitor new ecommerce and marketing trends to test and trial (i.e. livestreams, virtual stores, etc.)
- Design in typeform, monitor and analyse surveys
- Assist in the strategy, set up and analysis of flash sales offers

Skills and experience

- Desire to learn and grow
- Comfortable with numbers
- Data driven with strong analytical skills
- Take initiative and have a fresh way of thinking about things
- Understand the value of anticipation and proactivity
- Trends seeker (via reading, going out, etc)
- Reliable and punctual
- Strong appetite for digital marketing and/or ecommerce
- Approachable, can-do attitude
- Strong natural curiosity and problem solving
- Organised, multi-tasker, and detailed orientated
- Flexible and able to adapt to changing priorities
- A doer
- Not afraid to get your hands dirty and be involved with anything and everything
- Passion for sustainable fashion
- Good knowledge of Microsoft pack office: Excel, Power point, Word (or Google/Mac equivalent) and Google drive
- Teamwork spirit

About STEP

STEP is a training programme for young East Londoners local to the Olympic Park, who are ready to bring ideas, creative energy and perspectives to the creative and cultural sector.

You must be;

- Aged 18 to 30
- Resident of Hackney, Newham, Tower Hamlets and Waltham Forest and have attended school or college in these boroughs

Through STEP, you'll get paid London Living Wage over a 12-month training programme to develop a range of skills and creative approaches and build on your network across different organisations or departments. You'll complete a work-based placement,

grow as part of a peer network, take part in regular professional development workshops, and get a budget to produce a collaborative project. We'll also connect you with a specialist industry mentor, provide careers coaching and continue to offer support as part of our community after the programme.

How to apply

Complete our STEP application form by 10am on 03 May 2022, you can upload video or audio responses.

STEP application form:

<https://bit.ly/3ieiStz>

For more information

If you require information in an alternative format, or want to speak to us about any access requirements, please contact us at goodgrowthhub@anewdirection.org.uk

Go to the Good Growth Hub website to find out more here about the STEP programme, book in to attend one of our information sessions, hear from STEP alumni and read out application guide for some expert tips.

<https://goodgrowthhub.org.uk/programmes/step>

A decorative graphic consisting of multiple parallel pink lines that originate from the left side of the page and fan out towards the right, creating a sense of movement and direction.

**A NEW
DIRECTION**
We create opportunity

**GOOD
GROWTH
HUB**