

# Head of Digital Consumer Proposition

## Overview of Bounty

Bounty is the UK's leading multi-channel digital relationship marketing business, specialising in the pregnancy and parenting sector. Our clients are some of the biggest brands in the world and digital channels are central to our strategy for delivering value to them and our consumers. Our app is already award winning and number one in the UK.

## Role Purpose

To provide thought leadership in the creation and delivery of both strategic projects and on-going digital proposition development across Bounty's multi-channel portfolio. Accountability for optimising key consumer acquisition, retention and engagement KPIs.

## Key Areas of Focus

- Innovation and execution of best in class digital customer propositions, working closely with the Heads of UX and Content to deliver growth targets
- Creating and optimising commercial opportunities across all digital channels.
- Accountability for forecasting, delivering and reporting against key acquisition metrics e.g. traffic, registrations and CPA overall and on a campaign by campaign basis
- Monitor, measure and report on KPIs for all digital marketing campaigns; particularly pulling out key learnings and driving continuous improvement
- Utilising and embedding insight to inform all activity, consumer, competitor, industry
- Manage touch points throughout the end to end consumer experience in order to maximise consumer satisfaction and value to the business
- Develop and implement cross-sell and up-sell strategies to grow consumer lifetime value
- Manage the effectiveness of any agency and/ or contractors; agreeing desired outcomes and monitoring performance
- Create and sustain a creative, positive, efficient and collaborative team working environment
- Successful short and long term leadership of the team by recruiting, selecting, orienting, and training employees; maintaining clarity of accountability through effective management of performance; developing personal growth opportunities
- Continually maintain the highest levels of professional and technical knowledge by reviewing professional publications; establishing personal networks; benchmarking state-of-the-art practices

## Key Internal Relationships

- Chief Digital Officer (as line manager)
- Product Managers and Marketing Managers (as direct reports)
- UKLT
- Multiple "Heads of" including UX & Design, Commercial, Technology, Implementation, Ops, Portrait and Content (as peers)

## Key Measurables

- Delivery of consumer acquisition targets across all consumer channels
- Retention and engagement KPIs across all digital channels
- Effective management of approved campaigns, to time and cost
- Effectiveness of digital channels, against the agreed specifications
- Timely launch of new products or product updates
- Consistent and compliant application of the Bounty brand across the products and campaigns
- Effectiveness of any 3<sup>rd</sup> party investment
- Maintains quality service by establishing and driving organisation standards

**Key Competencies/Attributes**

- Proven experience in a digital marketing role
- Consumer centric in your approach to all challenges and ability to champion the consumer internally
- Strong understanding of social media marketing in addition to cross-sell and up-sell strategies
- Awareness of how to generate an optimised consumer journey across all touch points
- Ability to analyse and interpret relevant metrics to inform continuous improvement
- Strong stakeholder management skills
- Commercially astute and results oriented
- Organised and reliable
- Driven and determined
- Creative problem solver
- Confident with a collaborative, consultative approach
- Highly effective interpersonal skills
- Strong team player
- High degree of personal credibility and integrity
- Strong team leadership and development skills