



Digital and Mobile App Marketing Manager

Overview of Bounty

Bounty is the UK's leading digital relationship marketing company specialising in the pregnancy and parenting sector. Our clients are some of the biggest brands in the world and mobile apps are central to our strategy for delivering value to them. Our app is already award winning and number one in the country, downloaded by almost half of all pregnant women in the UK.

Overview of Role

Working with the app and web product managers to ensure product vision and roadmap are delivered. You will be responsible for driving app downloads, website traffic and prenatal registrations through the bounty app and bounty.com. We also work closely with some of the largest brands in the market where you will be expected to assist in client campaign planning and execution.

You will have previous experience in working with designers to develop a range of online and offline campaigns to engage with our consumers and drive key business KPIs.

This is a very varied role including campaign planning, development, execution, product development, research, reporting and analysis.

A key part of Bounty's business is its unique Newborn bedside photography offering, Bounty Portrait. You'll also support the Portrait team in-line with the overall Portrait roadmap (including potential extension into the bounty app).

You will need to be ambitious, analytical and able to work under pressure to deliver on the company's KPIs.

Key Areas of Focus

The ideal candidate will be a digital native with a good understanding of a mobile first approach to digital marketing.

Digital marketing

- The bounty pregnancy, birth and baby mobile app:
 - Optimise App and Play Store listings to improve app download conversion rates
 - App and Play Store Optimisation to drive more traffic to the app listings
 - Manage paid app store campaigns
 - Drive app downloads from bounty.com, offline and social
 - Work closely with the app team to develop new features and functionalities
- Bounty.com:
 - Work with the web product manager to implement SEO strategy to drive organic traffic
 - Optimise the online subscription funnel
 - Work closely with the website product manager on new initiatives and ideas to increase traffic levels and subscriptions to bounty
- Email
 - Manage the email schedule

- Create new email campaigns to drive engagement and app acquisition
- Social
 - Work with the content team to develop a social media strategy
 - Potential to create new social channels (Instagram, Pinterest and YouTube)
 - Find ways to commercialise social proposition and use social as an app acquisition channel

Reporting

- Weekly KPI reporting on (many of these reports are part automated):
 - SEO
 - Website KPIs
 - Bounty pack redemption (through the app)
 - Email performance
 - App store listings
 - App KPIs
- Measure campaign effectiveness and maximise ROI on a cost/conversion basis, constantly analysing, recommending and implementing improvements be it digital or offline
- Ensure accurate tracking implementation

Constantly be very commercially aware, working closely with the commercial team; assisting with pitch creation as well as the implementation and the optimisation of campaigns

Other

- Liaising and networking with a range of stakeholders including customers, colleagues, suppliers and partner organisations
- Produce and optimise on-going high quality, on-brand marketing campaigns, to acquire and retain Bounty members to agreed targets
- Through Bounty's multiple touchpoints, communicate to the prenatal audience and manage the on-going customer relationships
- Manage offline campaigns to drive traffic to the website and app downloads

Personal Profile

- Target-driven
- Self-motivated
- Creative
- Strong analytical skills
- Good eye for detail
- Strong commercial drive and understanding of key business priorities
- Strong problem-solving skills and willingness to roll up one's sleeves to get the job
- Skilled at working effectively across teams
- Excellent written and verbal communication and stakeholder management skills

Knowledge and Experience

- Understanding and experience of mobile first approach

- Mobile app marketing (ASO and Management of App and Play store listings)
- SEO
- Content management using a CMS (we use Sitecore)
- Email campaign management and reporting
- Social Media Management and optimisation (including Facebook, Instagram, YouTube)
- Working closely with designers

Computer Skills

- Strong MS Office skills with focus on Excel
- Analytics tools (we use Appfigures, Google Analytics, Branch Metrics, Google Play Reporting, App Store Connect Power BI and Localytics)
- Email Marketing tools (we use Oracle Responsys)
- Paid Advertising campaign tools (such as Google AdWords and Apple Search Ads)
- CMS systems (we use Sitecore)
- Management of App and Play Store listings