

PENDLE SPORTSWEAR  
**CAREERS**



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## POSITIONS

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# Head of Digital Marketing

Location : Digital Marketing Office. Reporting to : Sales & Marketing Director

Overall objective: Assist the Sales & Marketing Director in marketing initiatives in order to increase the total of all website and Club Shop sales by 25% in the financial year ending 31st December 2017.

- Assist the Sales & Marketing Director in coming up with ideas for electronic mailings and then create and send the mailings. Suggest 2 per week. Post on Facebook and Twitter.
- Oversee the research of high volume content and competition for that content and ensure that the website is displaying and using this content as well as it can be to maximise SEO and increase traffic to the site.
- Provide a monthly report to the Sales & Marketing Director showing Website statistics, specifically Website & Club Shop turnover, bounce rates, SEO & page rank.
- Provide a monthly report to the Sales & Marketing Director showing the results of electronic mailings, including conversions and total sales from the specific mailings.
- Ensure that the marketing team are pro active in gaining more quality links to our site.  
Manage our various online services platforms including Club Shops, SignOnline and Club+.
- Assist the Sales & Marketing Director with Digital Marketing staff recruitment as required.
- Compile quarterly surveys to all customers. Use the surveys to get valuable customer feedback including information from prospect customers regarding how our price & service compares with other suppliers. Provide a report to the Sales & Marketing Director.
- Compare our prices with major competitors in March
- Annually, by reviewing the websites of 100 random clubs, ascertain and estimate Pendle's "market share".
- Ensure that Social Media is being used in accordance with the company policy and that the Social Media Coordinator is fulfilling all the responsibilities of the job description.
- Assist the Sales & Marketing Director in developing the new website.
- Manage the Website Clearance section.
- Ensure that website is updated daily or at least weekly as and when required in order to refresh pages and push items depending on season and stock availability.
- Add new products and prices to the website.
- Assist with updating the electronic mailing lists and database.
- Assist with any other duties as necessary.

Working hours are 9am – 5.30pm (Monday to Friday)

# Digital Marketing Coordinator

Location : Digital Marketing Office. Reporting to : Head of Digital Marketing

- Perform SEO keyword research in coordination with business objectives.  
Add various content as required to the website for SEO purposes.
- Optimise website content including h1 tags, meta titles and meta descriptions for SEO purposes.  
Be pro active in gaining more quality links to our site.
- Review the UX/UI on our websites and produce a report on findings monthly.  
Contribute ideas for online marketing promotional campaigns and mailers, assisting in producing the mailers as required.
- Design marketing material to be used across all digital marketing platforms.
- Use social media platforms including Facebook, Twitter, Instagram, Pinterest & Google+ to improve brand awareness, advertise our products and increase traffic to our site all in accordance with the company Social Media Policy.
- Ensure social media campaigns are innovative and engaging to our target audience in order to earn natural links for SEO purposes, engagement and PR exposure.
- Upload all PR-related website content to social media channels in a timely manner all in accordance with the company Social Media Policy and ensure that any products mentioned have a link through to our website.
- Monitor the social media campaigns of our competitors and monitor industry developments.
- Assist the Marketing team with various online services admin including the Website, Club Shops, SignOnline & Club+ as required.
- Assist with any other duties as necessary.

Working hours are 9am – 5.30pm (Monday to Friday)

## Contact Information

To apply for any of the jobs you have seen in this document please email your C.V with the name of the role you are applying for, to Miss E R Wilson - [liz@footballkit.co.uk](mailto:liz@footballkit.co.uk)

If you require any further information please feel free to ring us - 01943 601938.

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