

Website and CRM Manager

Location: Battersea, London

Competitive salary dependent on experience. Company performance-related bonus, healthcare insurance & wellbeing benefits.

Brand new role and opportunity for a talented, technical marketer to enhance the effectiveness of our new business operation through data and technology.

Liv-ex (The London International Vintners Exchange) operates the global marketplace for fine wine. Our exchange has over £60m of live bids and offers from over 450 merchants worldwide who'll complete over 25,000 trades on Liv-ex this year. Our goal is to make fine wine trading more transparent, efficient and safe for the benefit of our members and the market as a whole. We are hard-working, committed yet informal, energetic and action oriented.

Founded in 2000, Liv-ex has grown to serve a growing number of merchant members with a broadening range of services. We help them to price, source and sell wines more efficiently and more effectively. We have ambitious plans to grow our business further by investing in people and new tools and processes to better capture, nurture, qualify and manage leads throughout the new business pipeline.

We are in the process of re-developing Liv-ex.com to convert more of our traffic into leads. We are expanding our content marketing calendar to attract further traffic. We are implementing HubSpot CRM, Sales & Marketing Hubs to help us do this. We have 5 talented marketers focused on comms/content/lead-gen and customer/product/lifecycle marketing.

The role

You'll be the person who makes this machine run well. Reporting to the Director of Marketing, but working closely with the Sales and the Product Team too, you'll be responsible for optimizing the performance of our website and maximizing the value we get from our investment in technology. You'll have a track record of previous success in this area; experience you'll bring to Liv-ex. You'll make sure that we're tracking the right metrics to make important improvements as we go.

You'll be hard-working, friendly and have an entrepreneurial spirit, and perhaps even a passion for wine!

Responsibilities

CRM

You'll ensure HubSpot CRM/Sales and Marketing Hubs are configured to meet the business' evolving needs and facilitate their adoption and usage. You'll handle lead-management logic and protocols, data integrity, security, reporting, integrations, template designs, lead-scoring, sequences, scripts/materials etc.

Email Marketing

You'll schedule all marketing communications to prospects and customers including regular newsletters, product marketing, and lead-generation campaigns, managing cadence and minimizing unsubscribes.

Website Management

You're responsible for the ongoing management of our website, including technical SEO, content management, HubSpot integration, search engine indexing, plug-ins etc. You'll test and develop iterative site changes to further improve conversion rates and lead periodic re-design and development projects when necessary to improve site effectiveness, managing external resource.

Data and Analytics

You'll make sure that Google Analytics, HubSpot and other tools are configured well, and you'll derive from them KPI metrics and actionable insights to improve our performance, agreeing your own KPIs in the process.

Sales & MarTech

From time to time you'll assess, recommend, acquire and onboard new tools to enhance our capabilities and performance.

Knowledge, Skills and Experience

Essential

- Experienced and capable pilot of a website CMS (preferably WordPress)
- Proficient user of Google Analytics
- Able to understand website user journeys, UX and to implement test and learn initiatives to improve site performance
- Capable operator of a marketing automation tool (preferably HubSpot)
- Awareness of sales pipelines, stages within them and how leads are handled using lead management software (preferably HubSpot)

- A proactive, organised and resourceful problem-solver
- Able to communicate well at all levels and to both technical and non-technical people

Desirable

- An interest in wine
- HubSpot Academy certifications
- A Google Academy alumni with experience using Tag Manager, Search Console and Google Ads
- A digital marketing qualification
- Awareness and appreciation of other Sales and Marketing technologies
- Been significantly involved in website development projects

To apply, please send a copy of your CV with a cover letter to outline why you are interested in this opportunity to our HR team at clientresourcing@strattonhr.co.uk.