

TOAST

Established in West Wales in 1997 by Jessica and Jamie Seaton, TOAST has grown from loungewear and nightwear to become a unique lifestyle brand, dedicated to promoting a more thoughtful way of life through creating and curating simple, functional, beautiful clothing, homeware and editorial.

In 2015, Suzie de Rohan Willner joined the company and is leading the brand's recent turnaround in partnership with founders Jessica and Jamie Seaton. TOAST has relocated the design team from Wales to London and appointed a talented team including a new Head of Design. This has allowed TOAST to maintain its individuality whilst improving design, quality and fit. Today, TOAST is a highly creative, forward looking company.

With a large online following at www.toa.st, 12 shops throughout the UK, offices in both London and Swansea and concessions in 11 John Lewis stores, TOAST plans to open further retail locations over the next few years and is preparing to go international.

The emphasis within the TOAST workplace is on thoughtfulness, simplicity, creativity and collaboration. We work hard to communicate intelligently with the wider world and strive against doing the obvious. We value serious thought in many broad fields – in art, literature, design, philosophy, travel, science – as much as we do in fashion.

As part of the TOAST team, you are a catalyst for the brand's successes. To realize our ambitions we need you to share our interests and values, have an enthusiasm for TOAST itself, a deep knowledge and love of your own specialist area, and a wealth of life experience. With this common ground we can work together with clarity of thought, producing innovative ideas and always doing our very best for TOAST.

In return for your dedication, TOAST will offer a supportive and friendly working environment with flexible working hours and generous staff discounts. You will receive a comprehensive induction, including product and brand training, that helps to plant a deep understanding of TOAST that can be carried confidently through your work and into the outside world.

EMAIL & WEB CONTENT MANAGER

REPORTS TO Head of E-Commerce

LOCATION Highbury, London

DURATION Full Time, Permanent

ROLE OVERVIEW

Responsible for the commercial performance of all email and website content, the Email & Web Content Manager will deliver and execute a seasonal digital communications plan. That plan will optimise conversion and revenue, providing a compelling and seamless customer journey, and remaining true to the TOAST brand and its values. You will be required to wireframe, brief and test each element of the plan, co-ordinate text and imagery, and produce results and business reporting.

You will work closely with the Marketing, E-Commerce and Buying & Merchandising teams to maximise commercial success, and with the Brand and Graphics teams to develop engaging, brand-appropriate content and functionality.

This is a key revenue-generating and brand sensitive role for TOAST and, as such, holds a high profile within the business.

ROLE IN DETAIL

- Hold day to day responsibility for content on toa.st, the biggest revenue driving channel for TOAST
- Research, produce and execute a seasonal digital communications plan to drive commercial success from email and website content - with reference to previous performance, future forecasts, upcoming business priorities, themes for each season and competitor research
- Communicate all plans effectively across the business with timelines and ensure all changes to plans are communicated in a clear and timely fashion
- Wireframe, brief and test each element of the plan and co-ordinate all text and imagery for emails and the website
- Brief each project into the relevant teams (Graphics, Web Development, Web Editorial etc.) and work with those teams to ensure timely and brand-sensitive delivery
- Manage the Email Marketing Agency to ensure we are delivering best-in-class solutions to business opportunities, generating strategic ideas and maximising day to day efficiencies

- Work closely with the Marketing and Buying & Merchandising teams to maximise conversion and revenue and to ensure product priorities are reflected in weekly email communications
- Develop and execute website content updates following each weekly trade meeting, taking into account business priorities, bestsellers, stock levels and the seasonal editorial plan
- Work with the Brand and Graphics teams to develop engaging, appropriate content and functionality to ensure strength in the brand presentation
- Manage the sign off of emails and website content with the relevant internal teams and senior management as required
- Work with the Brand team to visually merchandise emails and key categories on the website, maximising conversion and delivering the current brand vision
- Ensure all digital communications link effectively into relevant content on the website and that all performance is tracked using Google Analytics
- Analyse performance and monitor KPIs of email marketing campaigns, lifecycle emails and web content, tracking all results daily, weekly and monthly (using email reporting software and Google Analytics) and report your findings and recommendations to the business
- Work with the Web Development, Web Editorial and Customer Service teams to ensure the website is kept up to date and reflects the latest messages across relevant pages (e.g. home and landing pages, product pages, basket, shop pages etc.)
- Work with the Marketing team to deliver an email acquisition strategy, ensuring that the emailable base continues to grow
- Continue to research and develop the use of lifecycle trigger emails to drive incremental conversion and revenue growth in key customer groups
- Generate new ideas that will increase conversion and revenue across the TOAST website and email channel
- Support the Head of E-Commerce on wider digital marketing activities as required
- Any other duties deemed appropriate

SKILLS & EXPERIENCE

- Highly numerate and literate graduate (or equivalent)
- At least three years' experience in a commercial email marketing role, ideally in the fashion industry
- Detail-oriented, deadline-driven, self-motivated and able to multi-task
- Solid organisational and time management skills
- Experience of project management and execution of plans
- Strategic thinker with the ability to also be reactive
- Excellent reporting skills and highly analytical
- Solid understanding of web analytics and customer
- A strong appreciation of the TOAST brand, its values and tone of voice
- Expert knowledge of digital and email marketing best practice
- Experience in using email marketing software
- Enthusiasm and keen eye for creating collections of product that are visually pleasing
- An entrepreneurial spirit
- Ability to communicate and collaborate

PERSONAL QUALITIES

- **HONEST COMMUNICATION:** straight talking, demonstrate humility and respect, challenge constructively, create transparency, acknowledge & resolve mistakes, keep commitments, be accountable
- **DRIVE:** show relentless determination to drive delivery & excel
- **POSITIVE MINDSET:** achieve results with a positive energy and can-do attitude, overcome challenges, influence others positively
- **PRIORITISE QUALITY:** less is more, an obsessive attention to the detail
- **SUPPORT:** challenge and encourage colleagues, celebrate success, focus on positives

HOW TO APPLY

If you are interested in applying for the role, please email your CV and a covering letter to Susan Latham, Human Resources on LathamS@toa.st

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