



White Peak Distillery E-Commerce/Digital Manager

We have an exciting opportunity for a full-time E-Commerce Manager, reporting directly to the Distillery founders. We are looking for a talented person to join our team immediately. This is a hands on, wide ranging role, focusing on driving direct to consumer sales. A unique opportunity to join our business at a very exciting time, with our inaugural whisky release in October 2021. Whilst we have been producing and selling gin for some time, whisky is our core product (requires ageing for min 3 years) so this opportunity is to join us at the launch of our whisky brand.

With consumer buying/drinking habits changing significantly, we expect online sales to make up a significant percentage of our revenue in years to come. As a result, we are looking for an E-Commerce manager to run every aspect of our online sales offering from the software platform we use, engaging consumers, through to the courier company who delivers our spirits and everything in between. This role requires somebody who can communicate with ease, both internally, and with external customers and stakeholders. As the company is a relative start-up, the role also requires someone who is a self-starter and prepared to have some involvement with wide-ranging aspects of the business.

Key Responsibilities

Work closely with the Founders and new marketing hires to plan and execute a digital marketing plan based on research on target audiences and consumer behaviours. Drive growth and convert sales across all digital platforms. Evaluate and report on the effectiveness of marketing activity and return on investment.

- Work closely with our to-be-appointed marketing manager to drive and convert sales across all digital platforms.
- Work with marketing to set up online marketing and ad campaigns, and evaluate effectiveness
- Track online consumer behaviour to provide feedback on the effectiveness of marketing campaigns.
- Explore opportunities for 3rd party web-sites to help drive sales
- Effectively understand and translate business direction for e-commerce into a significant revenue stream for the business.
- To take accountability for total Profit Margin % of sales in line with business expectations.
- To ensure the highest levels of customer service from receipt of order, through to delivery and subsequent repeat purchase.
- To inform decisions on R&D, product development, packaging and marketing materials to meet consumer demand and expectation.
- Seek and manage customer feedback (install on website) deal with 3rd parties

- Identify and drive initiatives that support longer-term business objectives through spot promotions, stock rotation, seasonal products, new product launches, digital advertising etc
- Work closely with Marketing to create/design and schedule relevant email campaigns, content and online events.
- Work closely with Logistics to ensure accurate and timely fulfilment of orders, stock rotation etc.
- To complete a sales report each week/month by product/promotion/customer demographic.
- Spot opportunities to increase sales/margins/reduce costs.
- Provide reports on the effectiveness of marketing activity
- Report directly / regularly to the Founders.

Skills and Experience

- Preferably with 2+ years experience in eCommerce.
- Experience of working with google analytics, google ads, web content management, SEO, Mailchimp or similar.
- Ability to communicate clearly (both verbal and written) with customers and colleagues.
- Excellent organisational and presentation skills.

Working at White Peak Distillery

- A unique opportunity to join us from the launch start of our whisky and make a tangible difference to the Company's growth.
- Part of a small but growing team passionate about our spirits and our brand.
- Competitive salary and holiday allowance.
- Staff discount.
- This role is primarily office-based but may include some home working.
- The role will require some flexibility regarding days and hours worked to accommodate events and maintain customer service levels.

To apply please send a CV and Cover letter [to info@whitepeakdistillery.co.uk](mailto:info@whitepeakdistillery.co.uk)

Closing date for applications 30th April 2021.



White Peak Distillery

The Wire Works | Ambergate | Derbyshire | DE56 2HE

www.whitepeakdistillery.co.uk