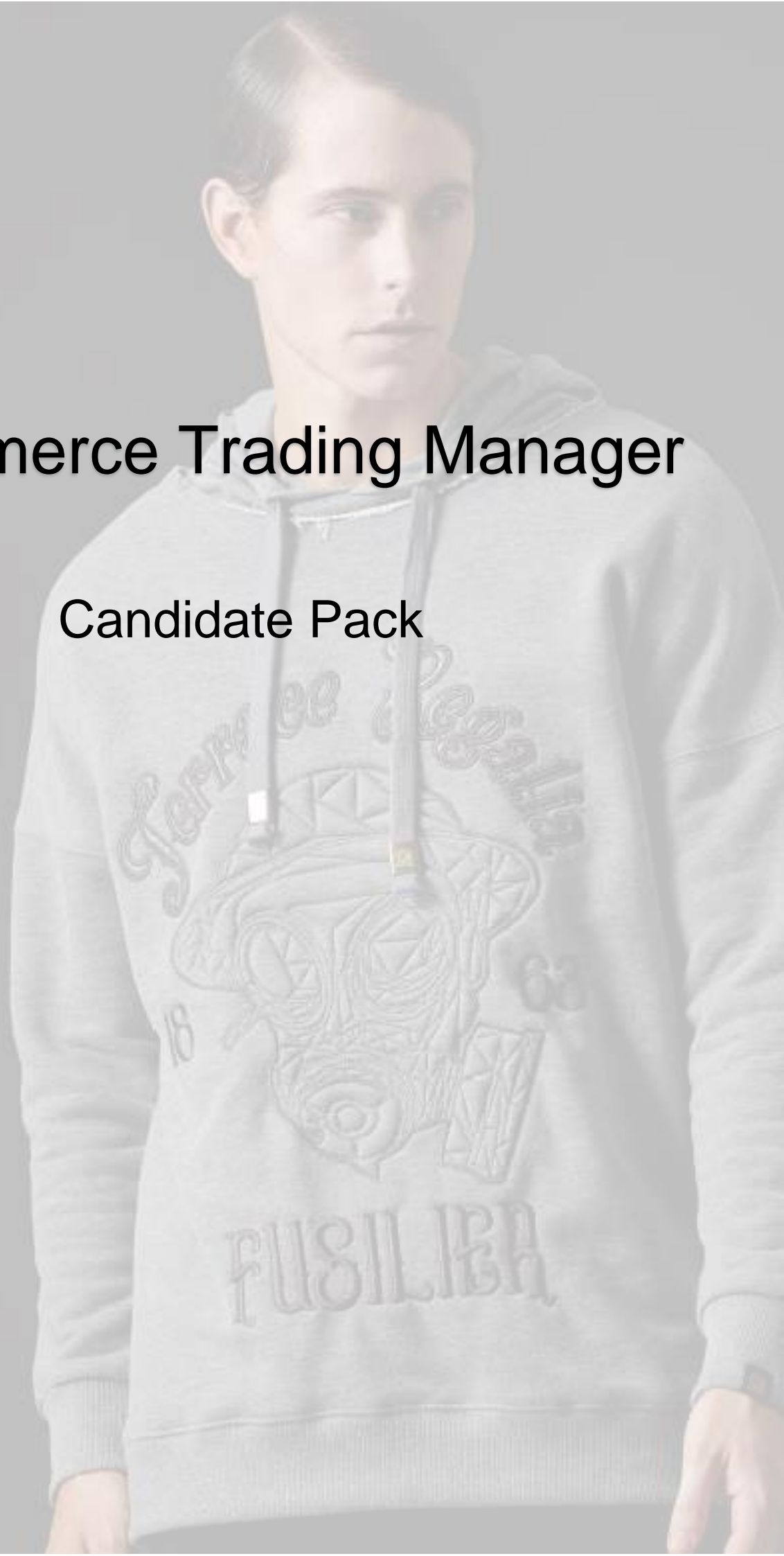


# eCommerce Trading Manager

Candidate Pack



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## About Shell & Core

Shell & Core Limited was established in 2010 as a HR Change Management Consultancy, Construction Management Consultancy (Major Projects) and Textiles R&D.

During this time the business has consulted and developed projects for a vast array of diverse clients across Retail, Airport, Property, Oil & Gas, Financial Services, Science and Defence, to name just a few.

Using the above diverse business experience, Shell & Core Limited has been investing its own capital in textiles R&D and manufacturing in Izmir Turkey. During this time, we have developed our own in-house design and production capabilities to produce Casual Society and Fusilier London, menswear clothing brands.

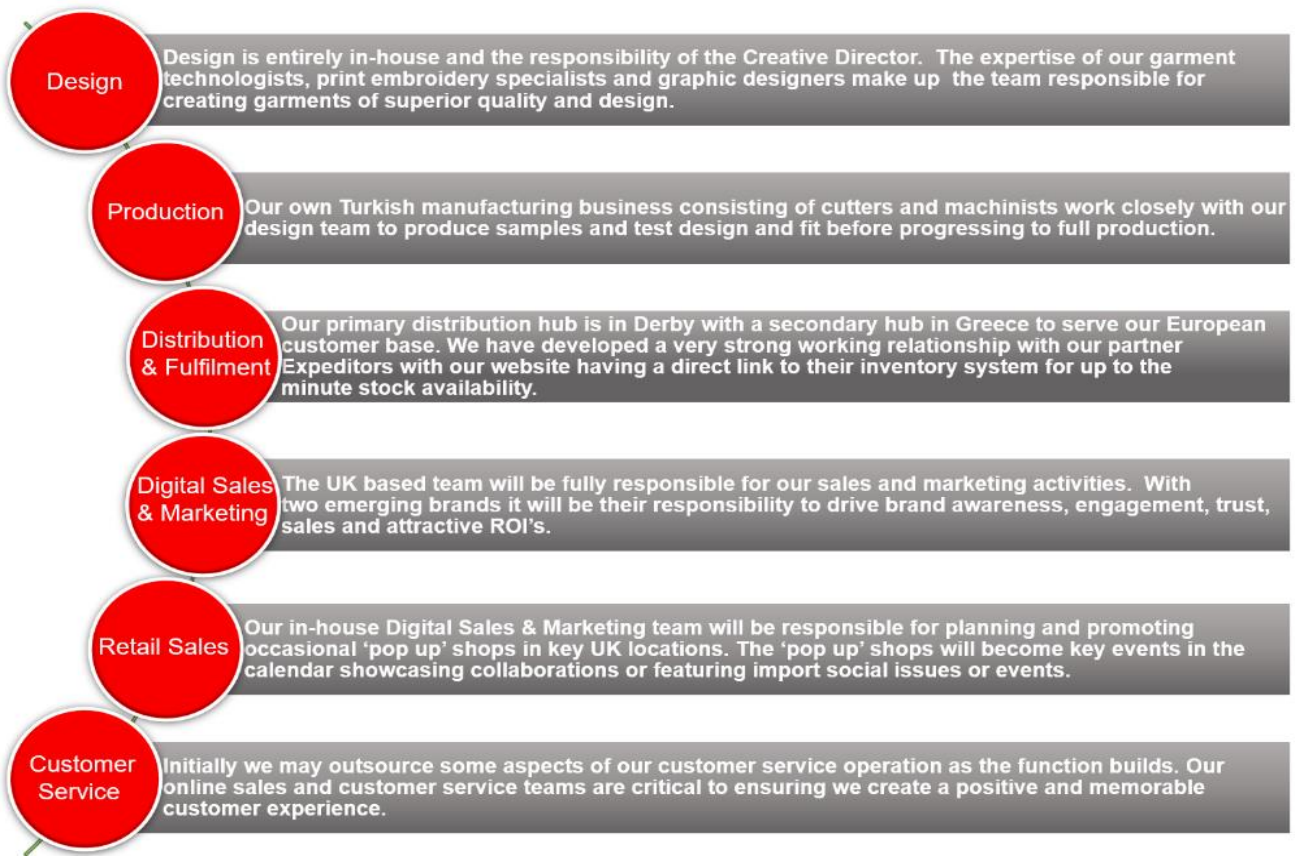
Like the big continental brands, we have our own production facilities, in Izmir Turkey. We are in total control of design and production quotas, with no minimum or maximum order quantities. Mini-capsule collections can be turned around in four weeks and major collections in six to ten weeks. We control design, manufacture, exportation, importation and distribution of our brands through our fulfilment partners.

Fashion, music, entertainment and arts focused collaboration projects will partially define our creative persona and brand philosophy and business personality.



## Our Business Operation

There are six core functions to our business:



## *Our Brands*

We consider Sport-lux to be the modern fusion between high-end designer finishes, innovative fabrics, streetwear and sportswear. Our brands Casual Society and Fusilier London will provide a mix of expensive, creative print and embroidery embellishments delivering the sought after point of difference desired by the youth and style conscious Gen X, Y and Z.

Our garments are made with only the finest, innovative modern engineered fabrics, coupled with outstanding finishes. The garments are completed with the best branded zippers, press studs and external tech branded labelling, that come in an array of technical material finishes, trimmings, and linings, all of which are central to the designer and street sportswear concept.

The accessorising of our clothing is the central point of difference, the unique artwork is often the focal selling point, and the main point of attraction for our customer.

We will be among the first British brands to develop a brand reputation for combining the arts with fashion. We will exploit this to gain publicity, creating something which is sought after by collectors.





### **Casual Society**

Is a high-end sport-lux designer brand, fusing sports and casual wear. Lounge wear will also be a feature for this brand. Our garments are made for the consumer to get the maximum use and value for their money. Design embellishments are toned down and replaced with design finishes that are expensive but subtle providing a standout brand whose identification is themed around the ever growing and highly profitable sport-lux market.



### **Fusilier London**

Is a high-end sports-lux and street wear designer brand, emphasising a contemporary fusion and twist on traditional sports and casual wear themes. The look provides what could be called a digital age fusion of cultures between sports, casual and streetwear. Merging arts and graphic design with high-end and intricate embroidery, print techniques and expensive accessories.

## *Our* Brand Ethos

The merging of fashion and culture is a trend which continues to evolve. Fashion, music, entertainment and arts focused collaboration projects will partially define our creative persona, brand philosophy and business personality.

The Millennial and Gen Z mode of dress is primarily centred around streetwear and sportswear. They take inspiration not only from the music they listen too such as Indie, EDM, Hip-Hop, Grime and Drill (which is also listened too by the more progressive style conscious Gen X) but also technology, influencers, creatives and intellectuals.

Brands such as Adidas, Puma, Nike, Louis Vuitton, Moncler and Burberry are all collaborating with streetwear influencers from EDM to Hip-Hop, to Drill and beyond. Armani and Hugo Boss are using their affordably priced labels EA7, Emporio Armani and Boss Green respectively to attract a younger Gen Y and Z audience.

Through an innovative approach to what we do we will aim to appeal to audiences who care about society and community for example, the environment, sustainability, music, the arts, design and current affairs. However, at the heart of this we also want to have fun with what we do and how we do it.

Our affiliate programs with influencers, will feature these topics appearing in our website Lifestyle Magazine, showcasing artists, musicians, writers, creatives, and “Smart Thinking” business, educational, health and well-being specialists.



## *Our People*

In simple terms success is reliant on a business's ability to attract and retain high-end candidates who contribute to business growth.

It is our experience that people want to work for a company which provides:

- interesting work which utilises their skills and abilities.
- enables opportunities for growth and development.
- fosters a culture of collaboration which celebrates diversity and inclusion.
- pays competitively for the job that they do but also rewards when going above and beyond.

Through concentrating on the above and supporting key business enablers critical to our success the People Strategy will focus on how we make this a place where people want to work and remain.

Our philosophy will be to build a business which creates opportunity, rewards performance and embraces diversity in thought and culture.

We believe that by truly embracing a culture of diversity and inclusion we will benefit by not limiting our ability to attract the very best talent. And by doing so we will create a narrative which will resonate with our customer as a brand which understand what is important to them.



## *Our Offer to You*

Base salary negotiable for the right person

Bonus up to 20% of base plus opportunity to earn more based on company performance

Pension

Flexible Benefits

25 days' holiday

Employee discount

## *The Role*

The eCommerce Trading Manager is responsible for defining and implementing the online marketing and acquisition strategy on all devices including mobile, tablet and desktop. This will include driving sales growth and new customer's acquisition across channels including PPC, SEO, affiliates and display.

This will be achieved through the execution of tactical sales and marketing campaigns designed to combine input from sales agents, key retail partners and personal knowledge of the target market.

Social media and other digital strategies will play a key role in their success, so too is their ability to effectively develop and manage effective results-driven relationships with third parties.

### MAIN RESPONSIBILITIES

- Develop and oversee a marketing strategy to drives brand awareness, differentiates between different media channels and creates sales.
- Build and manage annual budgets, including in-season forecasts, that help to identify opportunities for improvement in efficiency of marketing spend or opportunity to drive incremental traffic and revenue
- Content writing for the website, social media and print campaigns.
- Working with the E-commerce team utilise SEO, PPC and other data driven information to inform marketing and social media campaigns and maximise sales
- Responsibility for brand management and corporate identity
- Oversee and input to the creative development of promotional materials, website content, advertisements, and other marketing-related projects
- Communicates with various media buyers, advertising agencies, printers, and other services to help marketing projects come to fruition
- Coordinating marketing campaigns with key retail partners
- Overseeing the company's marketing budget
- Creation and publication of all marketing material in line with marketing plans
- Manage and improve lead generation campaigns measuring results  
Preparing online and print marketing campaigns
- Monitor and report on the effectiveness of marketing communications
- Working closely with design agencies and assisting with new product launches
- Maintain effective internal communications to ensure that all relevant

company functions are kept informed of marketing objectives

- Analyse potential strategic partner relationships for company marketing
- Research and analyse market trends, demographics, pricing, competitor products and other relevant information to form marketing strategies

## KEY REALTIONSHPIS

The role will be responsible for managing external relationships with:

- Agencies
- Media Buyers
- Printers

## EXPERIENCE AND SKILLS

### Qualifications

- Bachelor's Degree in marketing
- Qualified member of the Chartered Institute of Marketing or equivalent

### Technical skills/knowledge

- Experience in managing the relationship with third parties, e.g. Digital Agencies
- Extensive digital marketing experience within a fast paced, retail or brand ecommerce environment, with first-hand experience of all performance marketing channels: PPC, SEO, eCommerce, Affiliate Marketing, Display and Social Media
- Effective time management and project management skills – must be able to juggle workload with high volume of meetings and emails
- Ability to work in a fast-paced, 'self-starter' environment
- Outstanding commercial management skills, numerate, analytical, professional/consultancy approach
- Strong analytical and project management skills
- Strong creative outlook
- Previous experience in a similar digital marketing role
- Stakeholder management
- People management