

Performance Marketer

Candidate Pack



Contents

About Shell & Core	3
Our Business Operation	4
Our Brands	5
Our Brand Ethos	7
Our People	8
Our Offer to You	9
The Role	10

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.

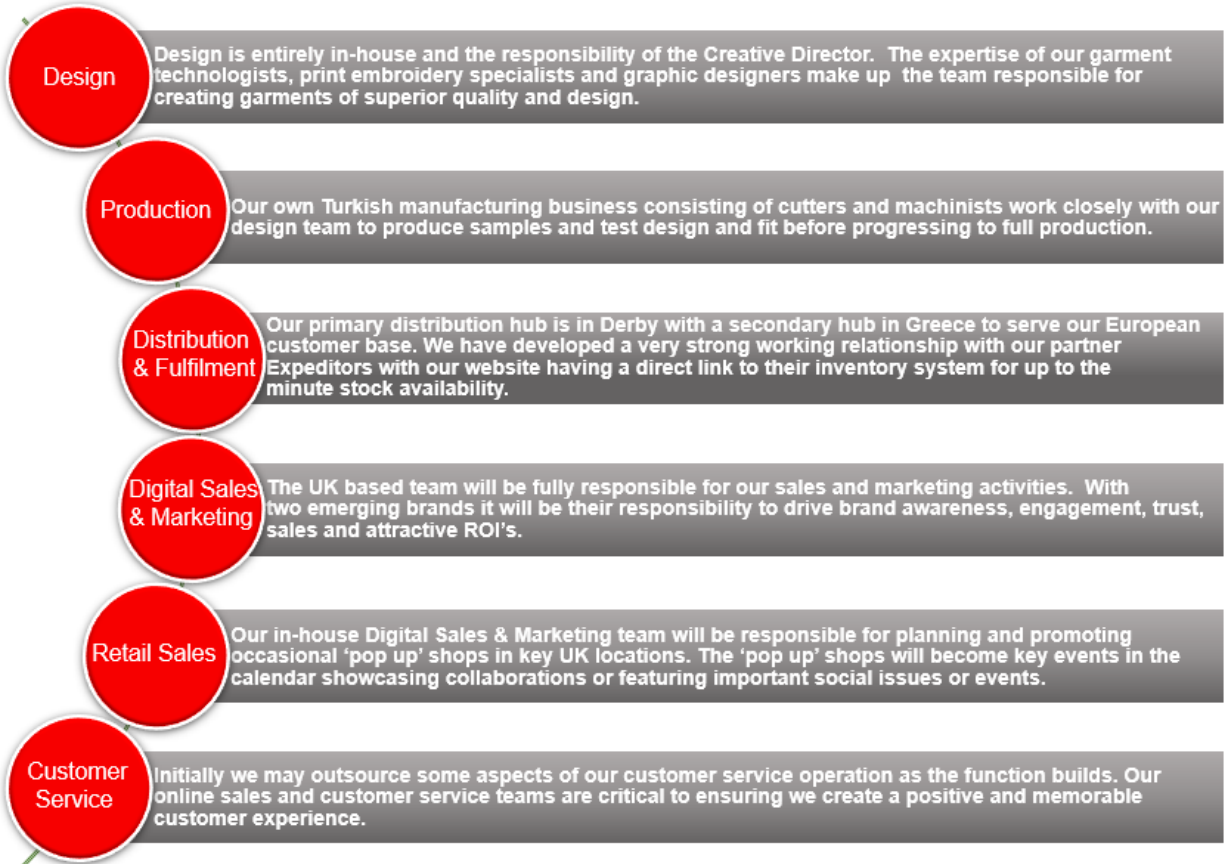
Like the big continental brands, we have our own production facilities, in Izmir Turkey. We are in total control of design and production quotas, with no minimum or maximum order quantities. Mini-capsule collections can be turned around in four weeks and major collections in six to ten weeks. We control 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 15% of base salary

Pension

Flexible Benefits

25 days' holiday

Employee discount

The Role

The Performance Marketing Manager is primarily responsible for the management of digital accounts and diversifying the channel mix using paid social channels. Focussing on campaign-specific results and drives the marketing department's commercial performance.

MAIN RESPONSIBILITIES

- Implement and manage global Display & Paid Social Prospecting audience strategy (incl. cross channel & tactical initiatives where relevant) to drive user engagement and customer-centric experiences. Able to deploy personalised marketing strategies as per campaign objectives
- Work closely with Trading Manager to build, manage and execute global Display & Paid Social customer acquisition strategy to deliver marketing goals and drive growth & efficiencies across all digital touchpoints within Display & Paid Social channel
- Drive campaigns from planning to execution and beyond to meet key performance metrics
- Optimise marketing budgets to maximise cost per acquisition (CPA) and efficiently scale new customers
- Constantly optimise marketing activities to improve return on investment
- Allocate budgets and analyse and recommend modifications to ad spends
- Take the ownership of in-house management & managed service of media platforms across Display & Paid Social (mainly Google Adwords/YouTube, Meta, Snapchat & TikTok) with a key focus on media buying to ensure business goals and agreed targets are met monthly
- Collaborate with stakeholders across Product and Marketing Analytics to identify new data opportunities
- Work closely with the internal Creative Studio, Planning & Content teams, and external vendors to develop & implement the best-in-class creative strategies to inspire, drive personalisation and influence consumers in building brand love and unrivalled global customer experience
- Consider new channel trends such as voice search, Augmented Reality, Virtual Reality etc., to drive traffic and sales
- Support building, tracking improvement and reporting capabilities and feed management, and provide regular reporting on audience performance and opportunities that lead to monetising of curated audiences/products
- Take part in and develop creative and innovative campaign concepts that connect with our audience on social and our two branded websites.

- Champion new-gen and on the rise talent, through excellent creative talent spotting across a multitude of disciplines with the ability to commission according to projects.
- Ability to strategically nuance campaign concepts & creative to work across breadth of channels
- In collaboration with the stylist and team carry out test shooting, experimenting with looks, prior to shoot projects, and presenting them to inhouse team.
- Demonstrate a strong working knowledge of relevant model talent, Influencer, photographers, and other talent creatives for potential campaigns.
- Strong, in-depth end-to-end knowledge of shoot logistics, pre & post-production and it's channel appropriation, purpose, and use.
- Lead and participate creative brainstorms, be a source of inspiration by bringing new ideas and concepts to our brands, shoots, and styling.
- Custodian of imagery across the brand, reviewing & signing off image use in accordance with its quality and brand alignment.
- Ensuring CSL & FSLR creative vision and essence, is intact across all visual media and output.
- Develop and cascade the Menswear Style Guides seasonally, maintaining the highest visual quality, aspirational image composition and consistency across all imagery.
- Bring with you, dynamic ideas and demonstrate how art direction can flex multi-category menswear, through styling partnerships on.

WHAT ABOUT YOU

- You are a strategic thinker with proven analytical skills
- You are an experienced digital marketing professional with a solid background in Display media planning & buying across key vendors such as Google/YouTube, Meta, Snapchat, TikTok
- Proven track of record in running successful Performance Digital Strategies across various platforms
- Experienced with all key analytic suites & reporting tools e.g., Facebook Analytics, Google Analytics, GA4
- You have project management skills and technical capabilities to work on complex data driven projects
- You are willing to embrace new opportunities, bringing fresh perspectives without being afraid of failure
- You have genuine interest in the digital marketing **and fashion industry**