

DIGITAL MARKETING EXECUTIVE

Sales & Commercial Team

Reports to Head of Commercial



Main objectives

To lead Better Food's digital marketing activity, community communications, and loyalty engagement. This role is responsible for creating and distributing content across email, social, and web, while also building our future website presence and ensuring brand consistency across all external touchpoints.

Key responsibilities

- Plan and deliver digital marketing campaigns across email, social, and Google Ads
- Create content that brings our products, people, and values to life
- Manage Better Food's website (WordPress): updates, content uploads, and user journeys
- Lead Meta (Facebook/Instagram) ad campaigns and evaluate performance
- Oversee the customer loyalty programme and analyse data to optimise engagement
- Write and manage customer emails (newsletters, promotions, updates)
- Monitor performance across all digital channels and report on results
- Ensure consistency of tone, values, and visual presentation in all content
- Support local PR and community engagement projects
- Work closely with the customer experience specialist to coordinate messaging

Skills & experience required

- Experience in digital marketing with a strong grasp of Meta and Google Ads
- Skilled in content creation, writing, editing, and visual storytelling
- Confident using CMS tools (WordPress or similar)
- Familiar with email marketing platforms and basic data analysis
- A clear understanding of ethical food, sustainability, and values-led branding
- Able to manage multiple projects and thrive in a fast-paced environment

Desirable skills

- Experience managing or helping to build a website
- A balance of creative and technical strengths