

## CUSTOMER EXPERIENCE & MARKETING OFFICER

6-Month contract

Reports to Head of Sales & Commercials



### Main objectives

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To bring our brand to life in-store with eye-catching campaigns that inspire discovery and enhance customer experience to drive sales growth across Better Food stores by combining **in-store execution, customer insights**, and **digital marketing tools**.

This role blends **visual merchandising, campaign delivery**, and **digital engagement** to improve customer retention, brand loyalty and basket spend through thoughtful store and digital marketing.

Help us find fresh, creative ways to celebrate the seasons, showcase our suppliers, and tell our story...

### Key responsibilities

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#### Customer & In-Store Experience

- Deliver in-store marketing and merchandising campaigns across all sites, ensuring engaging and consistent brand presentation.
- Design and implement POS materials, signage, and storytelling touchpoints that inspire and guide customers.
- Turning customer feedback and sales data into action, shaping marketing that truly resonates.
- Partnering with store teams to make sure the Better Food experience is consistent, joyful and impactful.

#### Digital & Data Driven Marketing

- Use Adobe Creative Suit to design on-brand creative assets for both in-store and digital campaigns.
- Manage Mailchimp campaigns to improve customer engagement, retention and basket spend.
- Support website, social media, and CRM campaigns with strong design and clear messaging.
- Track campaign performance using available analytics and share insights to optimise further activity.

#### Skills & Experience Required

- A creative marketer with experience in retail visual merchandising or customer experience
- Strong digital marketing skills: Adobe Suit, Mailchimp, WordPress, and Social Media.
- Confident using sales data to inform decisions and measure impact.
- Excellent organisational and project management skills.
- Strong communication skills; able to collaborate across teams and influence stakeholders.
- Above all, someone who cares about ethical, organic food, and building a fairer food community.