



SENIOR DIGITAL PRODUCT COORDINATOR



ABOUT THE ROLE

The Senior Digital Product coordinator will play a key role in in delivering and managing Redrow's new mobile App, to support the SEO strategy implementation and to work closely with Redrow's teams to ensure the highest digital competitiveness in the industry.

The purpose of the role is to execute the implementation of Redrow's digital and customer strategies. To work with Redrow's product team and agency partners to implement key digital opportunities across web platforms. To support Redrow's Digital Transformation and to ensure Redrow offers a best in class user experience with a mobile first approach. To support Redrow's SEO strategy implementation. To be responsible for Redrow's digital presence. To ensure our customers are constantly updated online with consistent and relevant content. To be a point of reference and trust for the internal stakeholders on digital products.

Responsible for: NA

Responsible to: Digital Product Manager

KEY RESPONSIBILITIES

1. MOBILE

- Support the development of the company mobile App and be responsible for its maintenance and improvement
- Oversee the mobile digital presence and ensure the Brand is communicated consistently across the digital properties according to the Brand guidelines
- Liaise with internal stakeholders and be a point of reference for colleagues on the mobile digital products
- Execute competitor analysis providing suggestions to keep the Brand competitive and ahead of the market for digital solutions
- Run regular App audits to ensure it is performing and provide guidance for optimization

2. SEO

- Implement the SEO strategy and liaise with the SEO agency partner



3. DIGITAL PRODUCTS

- Execute maintenance and improvement of the digital properties ensuring that the platforms are performing and the contents are up to date
- Liaise with IT and external partners for issue management and digital development of the digital properties
- Work closely with the wider team to support landing page creation and content management, ensuring that are optimized for conversions and search

THE PERSON

What kind of person are we looking for?

- Experience in a digital marketing role
- Demonstrate experience with proprietary Mobile Apps and mobile activated technologies
- Experience in coordinating digital products autonomously
- Strong experience with CMSs, preferably Sitecore
- Experience in implementing SEO
- Experience with Marketing Analytics tools (like Google Analytics, Hotjar, Optimizely, SEMrush, etc)
- Good project management skills, capable to manage multiple projects with tight deadlines
- Good problem-solving and organizational skills, capable to identify challenges and opportunities and to respond proactively
- Experience with e-commerce platforms
- Basic understanding of HTML and CSS

These are illustrative duties and the job holder will be expected to become involved in a range of work to enable the department to respond effectively to the requirements of the Company.