



Redemption Roasters are on a mission to reduce reoffending rates through coffee.

We believe exceptional coffee can come from people and places you wouldn't expect; at our roastery in HMP The Mount, we train offenders in coffee industry skills with the aim of reducing reoffending in the UK. Upon release, we help our graduates find work in our own coffee shops, or within our network.

As a social enterprise, we think differently to other speciality coffee companies; we strive for profit in order to achieve our purpose. Every member of the Redemption Roasters team has a role to play in achieving that purpose; *to challenge perceptions and change lives through speciality coffee*

We are looking for an E-commerce Manager

We're a fast growing brand with big ambitions and loads of potential. We're looking for an experienced E-commerce Manager to build our brand and online sales. In this role you will take our website, email marketing strategy and paid digital advertising to the next level. This role will best suit someone with website design, UX and product merchandising experience, with a curiosity for digging into the data and analysing customer behaviour. This role will report into our Head of Marketing and be based in our new Kings Cross HQ.

Your responsibilities will include:

- Owning all aspects of the Redemption Roasters website to best showcase the Redemption brand and deliver a seamless purchase experience for our customers
- Traffic, conversion and customer data analysis for monthly reporting
- Developing and owning the E-commerce strategy to drive revenue growth **and** profit. This will include:
 - Growing our customer base month on month
 - Improving customer retention and repeat rates month on month
 - Increasing the number of coffee subscriptions month on month
 - Product and pricing recommendations
 - Developing online merchandising principles
- Owning and iterating the email marketing calendar to deliver brilliant and varied content
- Briefing designers and copywriters internally and externally, as required
- Project managing the transition to a new email marketing platform
- Building a paid digital marketing strategy which includes paid social and SEO
- Inputting into wider marketing campaigns



The ideal candidate will demonstrate:

- A degree or equivalent (desirable)
- Minimum of 4 years experience in a similar role
- Website development experience
- Coding experience (desirable, not essential)
- Experience delivering complex digital projects
- Experience managing third party agencies and freelancers
- Confidence across data analysis platforms including Google Analytics
- Digital marketing experience; SEO, PPC and affiliate marketing
- Experience managing email marketing campaigns with A/B testing and insight analysis
- Confidence managing a budget and negotiating with suppliers
- An analytical and curious mindset with a love of problem solving
- Strong communication and time-management skills
- The ability to adapt quickly without dropping anything
- Great people skills
- An eye for great design
- Enthusiasm for, and an understanding of, the Redemption Roasters mission

Salary: £34 - £36k depending on experience

At Redemption, you'll receive:

- The opportunity to impact people's lives through our social mission of helping ex-offenders back into work and learning skills
- Competitive salary and benefits
- 28 days holiday per annum (including public holidays)
- Free coffee and tea at all our cafes
- 50% staff discount on bags of coffee in our cafes and online
- Free gym membership
- Departmental dinners twice per year
- Company-wide socials every two months
- 1x Christmas and 1x Summer party

The World's First Prison Based Coffee Roastery



- 3 professional development days allowance per year
- SCA training opportunities
- Discretionary bonuses
- Cycle to work scheme

Equality and diversity

Redemption Roasters is an international and multicultural business with customers, suppliers, and employees from across the globe. Fostering diversity in the workplace is both right and good for business. Gender, belief, ethnicity, origins, disability, sexual orientation, marital status, age or history of incarceration doesn't matter. If you perform, you'll fit in, whoever you are. We welcome applications from people with backgrounds traditionally underrepresented in the speciality coffee industry.

How to apply

To apply for this role, complete our application form here:

<https://form.jotformeu.com/203513136942349>

Applications will be reviewed and processed on an ongoing basis. We will not wait for a deadline to progress candidates. We encourage you to apply as soon as possible.

Due to the volume of applications we typically receive, we are unable to respond to candidates who are unsuccessful at the initial application stage.

The role is based at our offices in Bloomsbury (soon to be King's Cross). We require office attendance every day; this is not a remote job.

This is a really exciting time to be joining Redemption. In the next 6 months, we are opening several new coffee shops, a new HQ and a second out-of-prison training centre. We are also working with more ex-offenders and other beneficiaries than ever before.

You can learn more about us on Instagram @RedemptionRoasters and at

<https://www.redemptionroasters.com/>