

Digital Services Manager

In 1973, Karndean started life as a small family business. Now we are one of the world's most renowned and respected luxury flooring brands. We recognise our people as being the key drivers of our success and it's their passion and innovation that have allowed us to continue growing as a business.

We have an exciting opportunity for a Digital Services Manager to join us, working as part of the Global Services Team leading and developing our in-house digital team.

The Digital Services Manager is a forward-looking, commercially savvy, digital professional who combines technical know-how with excellent soft skills to successfully communicate and collaborate at all stakeholder levels. Accountable for our global website platform, related online tools and agency partnerships, this person is comfortable using analytics to inform recommendations for change and is interested in new technology development and continual improvement to support Group goals for business growth and industry leadership.

Responsibilities:

- Manage global and regional initiatives related to digital improvements, running a clear project plan and having accountability for keeping on track in terms of time and budget.
- Lead and develop the central digital team (website executive, website assistant, PPC/SEO specialist) overseeing their day to day work and actively supporting their personal development.
- Actively research and review new software and tools that will enhance customer experience and engagement.
- Communicate with senior stakeholders and regional digital teams around the world to share insight gathered and best practice recommendations.
- Build and maintain strong relationships with regional digital stakeholders.
- Regular horizon scanning to understand what is coming in terms of CMS development, online legislation, AI capabilities and changes to reporting tools.
- Manage the relationship with our third party suppliers, overseeing day to day web support and ensuring any critical P1 incidents are dealt with quickly and efficiently.
- Using GA4 data, provide insightful reporting on online performance, assessing current state and recommending improvements.
- Technical knowledge - working knowledge of CMS, UX, web design, SEO, Google Ads, GA4 and related software that ensures a rounded digital experience.
- Monitor competitor websites and tools.
- Work with Group stakeholders to develop central digital strategy that ties in with broader IT and business strategies.
- Liaise with regional digital marketing teams to develop regional digital strategy, support local initiatives and introduce fresh ideas and recommendations.
- Ensure the digital budget is closely controlled, having accountability for all spend related to the website platform and its tools.

- Collaborate with other Group team managers to ensure joined-up thinking and activity across online and offline marketing, bring ideas and solutions to the table as required.

Skills

- Line management and agency management skills with track record in getting the best out of individuals and third party providers.
- Highly organised and able to work independently with excellent project and budget management experience.
- Strong analysis and reporting skills.
- Excellent communication skills - able to communicate knowledgably about online systems and analytics and translate this into day-to-day language.
- High emotional intelligence - listening, collaborating, adapting, information sharing are all key skills for success in this role.

Experience

- Extensive digital marketing experience in both technical and strategic website development and management, SEO, GTM and analytics (PPC knowledge desirable but not essential).
- Direct use of WYSIWYG web content management systems.
- Demonstrable experience of direct people management and development.
- Very good understanding of Google Analytics and related reporting tools.
- Demonstrable experience of CMS editing and administration.
- Some experience of managing digital projects is essential.

Character Profile

- A genuine interest in digital development and a desire to try out new ideas and technologies.
- Positive, collaborative approach, happy to engage with stakeholders at all levels and in different countries.
- Comfortable working on several items in parallel with ability to flex.
- Reliable and well-organised.
- Keen to develop personally with an appetite for gaining new skills.

Our Company:

Karndean International UK is based in Evesham, Worcestershire across three sites with excellent facilities. We offer a huge range of benefits but here are some of the headlines:

- Competitive salary
- Flexible and hybrid working
- Employee discount
- Health care cover
- 24 days holiday + a day off for your birthday
- Enhanced pension scheme
- Enhanced sick pay
- Enhanced maternity and paternity benefits
- Learning and development opportunities

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- Paid Volunteering day
- Regular employee awards with up to £1,000 monetary prizes

As part of our company you will enjoy working with a team of incredibly passionate, fun people with opportunities to contribute innovative ideas directly to the executive leadership team and progress your career.

How to Apply:

- Please send your CV and covering letter to recruitment@karndean.co.uk