

# CUSTOMER ACQUISITION MANAGER

Driven by our mission to offer great products that don't have to come at a high cost to the customer or to the planet - GANNI is looking for a resourceful and forward-thinking Customer Acquisition Manager to accelerate our growth through the development of paid/performance marketing channels.

As part of the ecommerce team based out of London, this brand new role is integral to GANNI's growth strategy, with the primary mission to generate and harness opportunities to increase qualified traffic to GANNI.COM as well as our expanding network of stores.

As the owner of key revenue driving channels (paid search, referrals, display, SEO/organic, affiliates), your ability to maximise performance yet maintain a low CAC to CLV ratio will be key to the sustainable growth of GANNI. The position reports to the eCommerce Director and will be located at GANNI's London office.

## RESPONSIBILITIES INCLUDE BUT ARE NOT LIMITED TO:

- Set and own the acquisition strategy in line with planned channel targets to exceed GANNI.COM sales budgets and support in-store performance
- Managing 3rd party/agency relationships ensuring campaigns are optimised and scaled to drive performance whilst delivering exciting brand experiences
- Working closely with the ecommerce and marketing teams to accelerate and scale all activities to increase reach to existing and potential GANNI customers
- Partnering with our CRM Manager to deliver consumer profiling and customer data platform projects, improving our ability to track CAC and CLV across channels
- Resourcefully identifying and exploiting opportunities to tap new potential customers by staying on top of all that's going on across the business
- Leveraging in-house and external expertise with new technologies to build unique, personalised brand interactions at every touchpoint
- Delivering solid performance marketing strategies for key growth markets (including UK and US), eventually also supporting on ASIA strategy
- Applying a test, learn, refine approach to all activities and cultivating insights sharing across the business

## THE IDEAL CANDIDATE:

- 3+ years experience in a global performance marketing role
- Expertise in SEM, SEO, affiliates, referral marketing, and identifying lucrative opportunities to generate quality traffic to exceed sales and grow brand presence.
- Commercial customer-first mindset with strong understanding of premium branding
- Expert on US and UK markets and the Advanced Contemporary Fashion landscape
- Power to bring big ideas to life that will have fundamental business impact
- Proven experience in building channel attribution models and measuring CAC in an omnichannel context
- Channel agnostic approach, with understanding of how to leverage data across channels in order to deliver consistent, personalised messages across touchpoints
- You are based in London
- Passion for GANNI!

## APPLY:

Please send your application and CV to [job.customeracq@ganni.com](mailto:job.customeracq@ganni.com).

As we interview candidates continuously, we ask you to kindly send your application as soon as possible.

[ganni.com](https://ganni.com)

# GANNI