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# Online Product Marketing Manager

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**Position Title:** Online Product Marketing Manager

**Location:** Oxford, UK

## About 2degrees

2degrees is a dynamic, fast growth internet company that within 3 years has become the world's leading online community for sustainable business with over 18,000 professional members. We are a company at the forefront of not one but two economic revolutions: sustainability and the B2B use of social media.

We provide managed services through our online community for both individual professionals and corporations. These services enable our members to reduce costs, risks and environmental impacts, as well as innovate, grow and build competitive advantage by operating sustainably. We do this by helping them:

- Connect with one another
- Learn from one another
- Gain insights into the issues, impacts and business benefits of sustainability
- Engage and influence their stakeholders to achieve their sustainable business goals
- Collaborate to solve sustainable business problems
- Find solutions providers

2degrees is growing rapidly and the position described below represents an opportunity to become a senior manager and key contributor at one of the most exciting new companies in sustainable business as it expands globally.

We are seeking to recruit an Online Product Marketer who will be responsible for the development, execution and delivery of 2degrees' digital product marketing strategy. Reporting to the Marketing Director and working alongside a well stocked digital marketing and community team, we are looking for a person who lives and breathes online and digital marketing with a strong e-commerce and online product marketing background. The successful individual will be right in the thick of it, driving 2degrees through the next phase of its exciting evolution.

## What you'll need to bring to the table:

- A bucket load of success stories where you have listened to your customer to help inform effective digital marketing campaigns and product development.

- A proven track record in online product marketing, conversion optimization, customer experience mapping, and effective digital campaign execution.
- A rich history in using data to drive marketing communications and product development.
- A strong working knowledge of online marketing metrics and the ability to set up key performance indicators and goals for both on-site and off-site digital marketing activity (opens, CTR's, bounce rates, a/b testing, conversion rate, dwell times, improving UI performance etc).
- Ability to translate business objectives into concise detailed product requirements so that both techies and business people can understand.
- Be a great communicator with the ability to run, analyze and interpret both online qualitative and offline quantitative market research activity.
- A mildly paranoid individual, who enjoys looking forward at where you can take the product in the future, always keeping an eye on what the competition are up to.
- Show drive and energy ensuring various business stakeholders, peers, and project teams are fully engaged and on board with what you are trying to achieve.
- Not afraid to get in amongst the weeds to ensure a successful outcome to projects and initiatives.
- Train and support friendly sales people on product launches and developments.

## The Person

- 5 years + broad digital marketing experience (Search, Social Media, Metrics, Email Campaigns, Online Advertising).
- Strong product marketing background in the online media/e-commerce industry.
- Comprehensive use of web analytics packages.
- Enjoy culture of trying, testing, reviewing and improving.
- Good copywriter.
- Willing to test the norm and not afraid of failing.
- Project management skills.
- Strong business process skills.
- Commercial attitude.
- SEO and PPC experience is a bonus.
- Strong IT skills.
- 3rd party supplier and relationship management experience will be seen as an advantage.
- Excellent English, both spoken and written.
- Decent education.

The work offers high levels of responsibility and excellent opportunities for developing your career within marketing as 2degrees grows into being a global B2B brand within the new fast growth market of sustainable business. As well as a competitive package, working for 2degrees will put you at the heart of the sustainability revolution, opening doors and creating contacts for you amongst all the major players.

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If you think you have the right skills and want to join this dynamic and fast growing company that is really changing the way organizations meet their sustainability objectives, please email me at [simon.frankum@2degreesnetwork.com](mailto:simon.frankum@2degreesnetwork.com)

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2degrees is an equal opportunities employer. We aim to ensure that no job applicant or employee receives less favourable treatment on the grounds of gender, marital status, race, colour, ethnic origin, sexual orientation, age or disability, and that all appointments are made purely on the basis of merit. A compensation package appropriate to experience will be available to the right candidate.