



Discover
something *new!*

Job Description

Title:	Email Marketing Executive
Type:	Permanent, Full time
Start date:	ASAP
Hours:	40 hours per week
Salary:	Competitive, dependent on experience
Location:	This role is 100% based at our new HQ in Snodland, Kent (not remote working)

Who is Must Have Ideas?

Whilst still only young, we're one of the UK's fastest growing ecommerce brands, helping over 2 million customers 'discover something new' every year. One in ten homes in the UK now have one of our clever, problem-solving products and we're widely recognised as one of the leading ecommerce innovators of the past few years. Named by The Sunday Times as the 66th fastest growing company in 2024, we're a British success story and our incredible growth isn't stopping any time soon – and we'd love you to join us on this exciting journey!

The Team

You'll be working with a group of great people who think independently but collaborate as a strong team to deliver exceptional results. Career progression? Absolutely - there are plenty of opportunities to grow and develop, as our rapid growth continues.

We're fully office-based

We believe that we are at our best when we're together, and that's why our team fully works from our office from our swanky new offices in Snodland, near Maidstone. This facilitates easier collaboration, encourages conversations, and sparks creativity. And there's some pretty sweet incentives to coming to the office, too, including free breakfast every day!

This Role

This is an excellent opportunity to join us on our fast-growth journey!

We're looking for an Email Marketing Executive to help execute and optimise our email campaigns and flows. Working with our marketing team and supporting our Head of Marketing, you'll help create and deploy high-converting email campaigns to our engaged audience of over 1m customers. This role offers excellent development opportunities for someone looking to build a career in email marketing. You'll learn from experienced professionals while gaining hands-on experience with sophisticated email marketing tools and strategies.

Your responsibilities will include:

- Supporting the execution of email marketing campaigns and flows across the business
- Assisting with campaign setup and deployment in Klaviyo, ensuring all emails are properly tested and scheduled

- Working with our design and copywriting teams to implement email campaigns according to best practices and brand guidelines
- Helping to prepare weekly performance reports and contributing to email optimisation discussions
- Supporting A/B testing implementation and data collection, helping track results and identify trends
- Assisting with list management and segmentation tasks
- Helping maintain marketing calendars and campaign schedules
- Wider marketing project coordination and administrative tasks

You'll excel in this role if you have the following skills & experience:

- 1-2 years' experience in digital marketing, ideally with exposure to email marketing for an ecommerce brand
- Basic understanding of email marketing principles and best practices
- Experience using an ESP such as Klaviyo, or strong willingness to learn
- Keen eye for detail and excellent proofreading skills
- Good analytical skills with the ability to interpret basic campaign metrics
- Strong organisational skills and ability to manage multiple deadlines and adapt to changing commercial needs
- Proactive approach and eagerness to learn
- Interest in ecommerce and what drives customer behaviour
- Basic HTML knowledge would be advantageous but not essential
- Experience with Google Analytics would be beneficial but not essential

What's it like to work here?

We know that our people are key to our success. That's why we strive to make MHI a great place to work – just ask our team. It's a friendly, welcoming and fun environment here. We've worked hard to create an amazing experience for our people because we know that workplace happiness goes way beyond just your salary. We're proud to offer one of the best packages of team perks in the area, including:

- Free breakfast every morning
- Minimum of 25 days holiday per year as standard (plus more the longer you stay)
- Flexible hours
- Your birthday off work
- Free EV charging
- Free car washing
- Regular team and charity fundraising events
- Free products from our range
- Generous staff discount
- Company pension
- Casual dress code
- Free and unlimited sweets, cold & hot drinks

What happens next?

If we think you could be a good fit, we'll be in touch to arrange an initial call to get to know you. If all goes well, you'll be invited to come and see our new state-of-the-art facilities and for a more in-

depth conversation. We may ask you to complete a small task to show us your skills and there may be a second interview stage, too.

This is an excellent opportunity to join us while the company is still young and to be part of our high-growth journey, with all the opportunities that brings.

Must Have Ideas Ltd is an equal opportunities employer and we're working hard to build a diverse and inclusive workforce.