



Brave digital. Expertly done.

Digital Transformation

Executive

Job Description

Secondment; 1-year fixed contract

Dixons Carphone

The home of **GREENLIGHT**

From flexi-time, on-site physiotherapy, 25 days' holiday entitlement, private medical insurance to ongoing training programmes and much more, we do our best to ensure everyone is able to work in a supportive, fun and engaging workspace that encourages growth and development.

WHAT
WE DO



Job specification

Title: Digital Transformation Executive

Job purpose

This is an exciting opportunity to play a central role in the digital transformation of Europe's number one electrical and telecommunications retailer, Dixons Carphone. Reporting to the Senior Search Manager, you will be responsible for ensuring the ongoing success of search and ecommerce performance as the Dixons Group transforms its digital presence.

You will have a strong grasp of digital marketing – particularly SEO – and, crucially, will be expert at communicating technical concepts to stakeholders at all levels of the business, right up to the C-suite. As well as being adept at stakeholder management, you will also be required to manage relationships with external suppliers such as Greenlight. You should therefore be able to demonstrate excellent written and spoken communication skills and an innate ability to forge strong relationships.

Your normal place of work will be Dixons Carphone's offices in Acton, West London, but as a Greenlight secondee you will also have the opportunity to spend some of your working hours at Greenlight's offices, receiving training or working directly with our dedicated Dixons Carphone SEO team. As the bridge between Greenlight and Dixons, it will be your responsibility to ensure that our SEO strategies are delivering against targets and forecasts and being effectively communicated to the in-house Dixons Carphone team. You should have excellent multitasking skills, a creative way of thinking and a strong understanding of how brands operate. We also expect you to be brave, think outside of the box and come to the team with new ideas about how we can improve processes and performance.

Role & responsibility

- Own and represent the interests of Dixons Carphone's search presence throughout the business's digital transformation, ensuring the performance is maintained and that best practices are continually observed

- Confidently communicate with stakeholders at all levels of the business and with external suppliers, helping to make complex technical concepts easily comprehensible
- Work with agencies and internal teams to deliver digital insights and analysis
- Use tools such as Omniture, Google Analytics, Hitwise, proprietary Greenlight tools and third-party rank checkers to monitor organic search performance
- Support Dixons' Commercial, Marketing, Ecommerce and other key teams with ad-hoc search requests
- Attend regular meetings, planning sessions and transformation workshops and confidently represent the Search team
- Oversee the delivery of search campaigns by internal and external teams, including acting as the main relationship-holder with Greenlight

Qualification & skills requirements

- Minimum of 2 years' experience in online marketing or ecommerce
- Highly motivated, undaunted by rewarding hard work, and passionate about digital
- Excellent knowledge of the key digital channels – SEO in particular
- Excellent knowledge of digital analytics and associated tools
- Persuasive communication skills and a keen eye for detail
- Impeccable project management skills
- Able to work to deadlines and prioritize intelligently, without compromising on quality
- Excellent interpersonal, communication and negotiation skills
- A proven track record of proactively identifying business opportunities, problem solving and creative thinking
- Experience of telecoms or electrical retail highly desirable
- Previous digital transformation experience also highly desirable

What you'll get

Our employees make us who we are, so to make sure we attract and retain the best and brightest brains in the industry, we offer an attractive benefits package. As well as all the usual perks you would expect from a leading agency (stylish office, tick! Pool table, tick! Friday beers, tick! daily breakfast and fruit, tick!), here are a few more benefits we think you might also like:

- **Agency bonus:** Rewarding you for over-delivering on revenue and contributing to new business
- **Flexi time:** Do your daily hours any time between 8h00-18h30
- **Above-stutory employer's pension contribution:** It matters, so we make sure it's done properly (4% contribution)
- **Private medical insurance:** To keep you fighting fit and give you and your family peace of mind
- **Life assurance and income protection:** We know it feels good to be covered, just in case
- **On-site physio:** Fortnightly visits from a highly skilled and qualified physiotherapist
- **Yoga classes:** Weekly hour-long sessions for the yogis among us
- **Mindfulness sessions:** To teach you stress-busting, headspace-increasing techniques



Manifesto

We're a company of committed and curious people.

A group of diverse and expert minds, who understand that brands need to delight and reward if they're going to earn the right to talk with people.

So, we refuse to get by on 'best practice'. We don't see the point in phrases like 'user needs'.

Instead, we get to what people actually want.

We work with people who also trust their instincts and are just as bold with their vision as we are. People who know that to get noticed, you have to be different.

For us, it's all about marrying data with creativity, backed by bulletproof technology. A blend of hard logic with the kind of ideas that hit you with crystal clarity in the middle of the night.

Not head or heart. Both.

Our values



If it doesn't feel right, we speak out.

We act on our curiosity,
and question things



The devil's in it.

So, we keep our eyes on it.

Brands we've worked with

The electronics specialist
maplin

ebay

 HarperCollins.

ghd
good hair day, every day

BrightHouse


new balance

 Electrolux

LAURA
ASHLEY

THE
BRITISH
HOME
STORE

 HURTIGRUTEN

BURTON
MENSWEAR
LONDON

MASTER of MALT
keeping you in fine spirits since 1985


HISCOX

Rapha.

SIEMENS

Currys 

極度乾燥(しなさい)
Superdry.


MILLENNIUM
HOTEL



Carphone Warehouse

VICTORIA BECKHAM

FOOTASYLIUM 

LIBERTY
LONDON

mbna

BBC

FURNITURE
Village

 **wex**
photographic


EURONICS


Legal &
General


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Our story

Greenlight has lived and breathed digital since 2001, when we started as three people in an old North London print shop. Today, we're a full-service digital and commerce agency made up of 170 people, with a reputation for producing integrated, transformational strategies across the entire digital space.

We're still run by the very same people who set us up, and we're proud to be independent. It means we can move more quickly, boldly and effectively.

Our approach is data-led, and 100% audience focused, which allows us to solve problems in the most impactful and measurably effective way for our clients. Of course, all this would mean nothing without our incredible staff. Our teams are made up of some of the most skilled, passionate, and inquisitive minds in the industry. People who really care about making a difference, and who our clients genuinely enjoy working with.

It's this focus and passion that's seen us deliver innovative work for brands such as ghd, Dixons Carphone, Superdry, Furniture Village, and eBay in over 30 countries.

We're the people that grow our clients' business, by putting their customers first.

And with over 140 nominations and awards under our belts, we think we must be doing something right.