

waveTM

Head of Marketing

Current Vacancy

We are wave™

Wave is an independent leisure brand based in the Northeast of England, dedicated to creating high-quality experiences for our customers - whether it's unwinding in a spa after a long week or enjoying adventures on the water with friends. Founded in 2019, Wave quickly grew to achieve **£12m+ revenue** by 2021, expanding from the UK to sell in the US and EU markets. Since entering the US market in 2020, we've established distribution centres in Kansas. In the EU we've established distribution centres in the Netherlands.

Operating both Direct-to-Customer and through retail partners such as **Selfridges, B&Q, and Castorama**, our core products include spas and inflatable paddle boards. Recent milestones include the launch of eco foam rigid spas in the UK and US in 2022/23 and the introduction of the world's first built-in portable spa control unit. By mid-2024, we expanded into B2B with **partnerships with Kingfisher, Castorama, and Lowes**, growing marketplaces and strengthening our commitment to innovation and exceptional customer experiences.

Vision:

To be the industry leaders for products that bring effortless relaxation.

Mission:

To inspire a lifetime of relaxation & escapism from everyday demands



Meet your Hiring Manager



Tom Jeffrey
Creative Director
Co - Founder

“I’m focused on product and eCommerce, with a passion for building a brand and team where everyone takes ownership of their role, collaborates with intent, and drives outstanding results”.

At Wave, we trust each other to take initiative and contribute toward our shared vision: becoming the industry leader for products that bring effortless relaxation. Our mission is to inspire a lifetime of relaxation and escapism from everyday demands. If our values align with yours, our vision and mission excite you, and you're motivated to make a meaningful impact, I'd love to connect and explore how you can help shape our journey!

Wave Values: One Wave, One Team



Team



Trust



Honesty



Innovation



Accountability



Passion

Roles and Responsibilities

As Head of Marketing, you will drive brand growth and customer acquisition through strategic initiatives. Overseeing marketing planning, digital advertising, and social media, you will foster a data-driven culture. Collaborating with Product, Sales, and Operations, you'll ensure marketing efforts align with company goals.

Job Description

Wave Spas is a leading e-commerce brand specialising in high-quality, all-weather inflatable hot tubs, paddleboards & kayaks. We currently operate on Shopify and are transitioning to Shopify Markets to expand our presence across the UK, EU, and USA. As we continue to grow, we are looking for a results-driven Digital Marketing & E-commerce Manager to lead our online strategy and drive sales performance.



Key Responsibilities

Marketing Strategy & Planning: Develop and execute a comprehensive marketing strategy to drive brand awareness, customer acquisition, and revenue growth.

Digital Advertising & Campaigns: Oversee paid media, SEO, PPC, email marketing, and social media campaigns to maximize reach and performance.

Brand & Content Management: Lead content creation, storytelling, and messaging to ensure a consistent and compelling brand presence across all channels.

Data Analysis & Performance Tracking: Analyse website traffic, sales performance, and customer behaviour to refine marketing strategies and improve ROI.

Cross-functional Collaboration: Work closely with designers, content creators, and sales teams to align marketing initiatives with business objectives.

Customer Growth & Retention: Implement growth strategies for customer acquisition, retention, and loyalty programs to build a strong and engaged customer base.

Market & Competitor Analysis: Monitor industry trends and competitor activities to identify emerging opportunities and stay ahead in the market.

Budget & ROI Management: Manage digital advertising budgets effectively, track performance metrics, and optimize marketing spend for maximum impact.

Customer Experience Enhancement: Partner with customer service teams to continuously improve the online shopping experience and address customer needs.

Social & Traffic Growth: Develop and execute strategies across social media, content marketing, and digital channels to drive brand awareness, increase engagement, and generate high-quality traffic to the website.

The Interview Process

For us, recruitment is more than just finding talent—it's about building meaningful connections with individuals who are passionate, driven, eager to make an impact and share in our core values. We prioritise a supportive and transparent process, ensuring every step allows you to showcase your authentic self while discovering if we're the right fit for you.



1. Intro Call & First Interview:

After your application has been submitted, your hiring manager will review your skills and ensure your experience to see if they align with our requirements; we will arrange a 30-minute in-person or video call. During this call, we will discuss the role, your experience, ask a few short questions, and address any initial questions you may have.



2. Second Interview:

You will have a 60-minute in person interview with the hiring manager and possibly one other team member. Depending on the role, you may be asked to complete a task or showcase examples of your work. Our goal is to foster a relaxed and encouraging atmosphere that empowers you to showcase your full potential



3. Meet and Greet:

This is your chance to connect with all the Wave team in person, meet the founders & senior team, experience our culture first hand, and get a behind-the-scenes look at what it's like to be part of our organisation. You'll have the opportunity to ask questions, gain valuable insights, and explore our head office, where you can see our products and operations in action.

Who to Contact

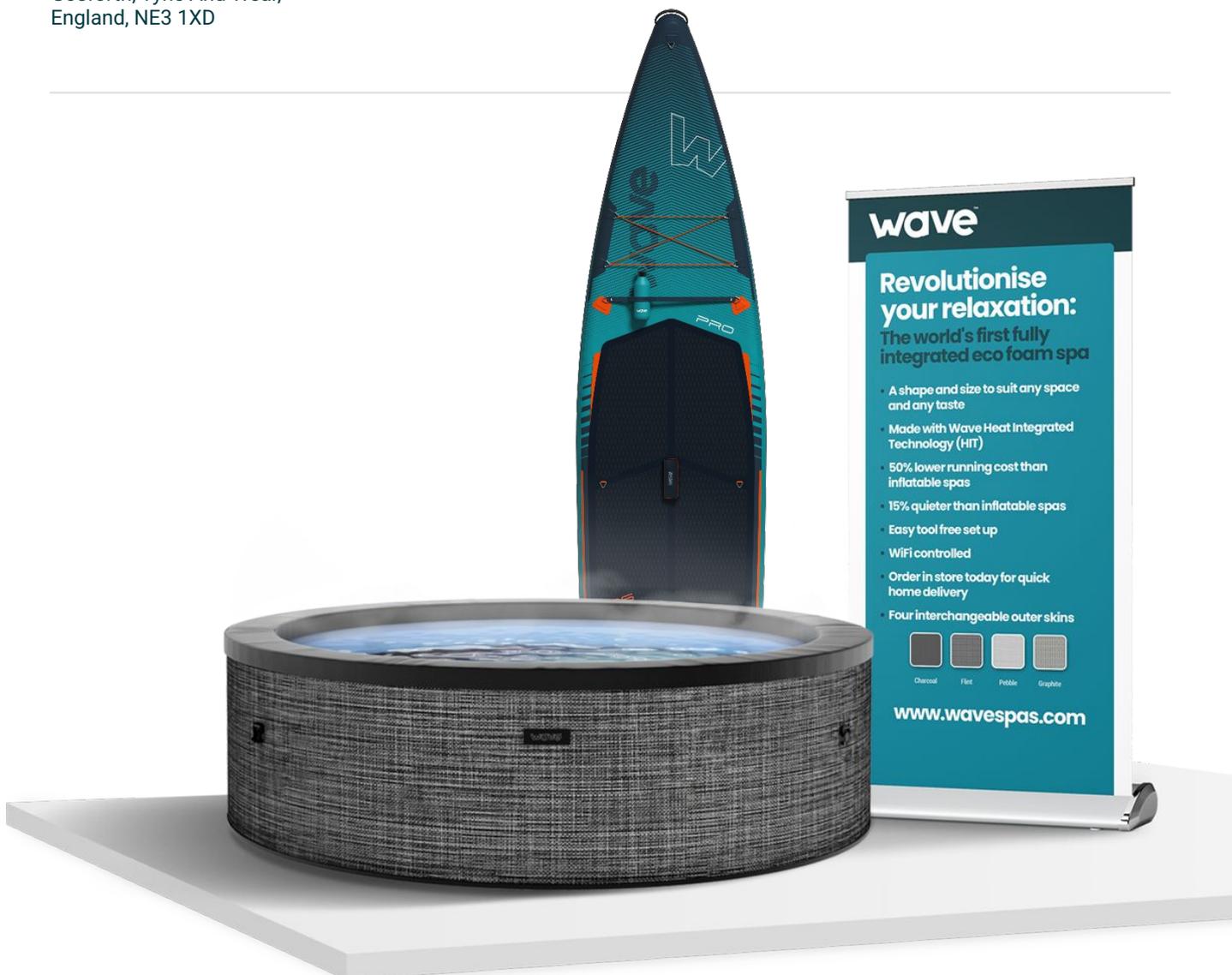
Need help or have questions? Please reach out!

Tom Jeffrey
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