



EGO is part of a global manufacturing business established in 1993, employing over 10,000 people and producing over 21 million units each year. As the specialists in cordless outdoor power equipment, their desire to break new ground has helped EGO achieve exceptional growth. Launched into Europe in 2014, EGO continues to push the boundaries of cordless technology with a range of award-winning products.

Digital Marketing Manager – Robotic Mowers

Location: High Wycombe | Hybrid working | Full-time

Ready to launch something big? So are we.

At **EGO**, we're changing the way the world cuts grass — with smart, sustainable tech that's powerful, quiet, and seriously cool. Now, we're gearing up to launch our latest innovation: a next-gen **robotic mower** range. And we need a creative, hands-on **Digital Marketing Manager** to take the lead on all things digital across EMEA.

This is more than just a campaign — it's your chance to shape the digital voice of a game-changing product and grow our ecommerce presence at the same time.

What you'll be doing

- Launch our new robotic mower range with a bang — across all digital channels
- Own the digital roadmap: from slick websites to thumb-stopping social ads
- Lead the day-to-day with our web and marketing agencies
- Plan and run paid campaigns (PPC, SEO, programmatic, paid social, email — the whole lot)
- Dive into the data, spot what's working, and optimise for performance
- Work with other teams to keep our brand consistent, sharp, and memorable

What you'll bring

- 4–5 years' digital marketing experience, ideally with consumer tech or lifestyle brands
- Solid background in ecommerce growth and digital campaign strategy
- You've launched brands, led web builds, and know how to manage agencies
- You're fluent in PPC, SEO, programmatic, paid social, and CRM/email marketing
- Data doesn't scare you — you use insights to make smart, confident decisions
- Organised, adaptable, and full of ideas — especially in a fast-paced environment


Why join EGO?

We're not just making lawn mowers — we're building the future of outdoor power. You'll be part of an innovative, growing team with big ambitions and a real passion for sustainability.

We offer a competitive salary, a hybrid setup, and a vibrant HQ in High Wycombe, easy to reach from the M25 and M40.

Sound like your kind of challenge. Apply now and let's grow something great together.

Contact: Myrna Stevens – HR Generalist
E-Mail: myrna.stevens@eu.chervongroup.com

 **Kindly note: We do not appreciate acquisition or unsolicited offers from agencies regarding this vacancy.**

