

CTO LIGHTING

9 Cloudesley Road
London
N1 0FH

Tel +44 (0)20 7686 8700
Fax +44 (0)20 7686 8701

www.ctolighting.co.uk
info@ctolighting.co.uk



Marketing Executive for a leading Lighting Design Business

CTO Lighting is a privately owned British business that has built an enviable reputation over the past 20 years working with some of the leading interior designers such as David Collins Studio and Martin Brudnizki on exclusive projects from Chiltern Street Firehouse to St Pancras Hotel. We design and manufacture luxury lighting, which we distribute through our global sales network alongside bespoke fixtures for prestigious design practices and projects. This is a great opportunity to work with one of the industries finest in a progressive design-led company.

Role

CTO Lighting has a vacancy for a **Marketing Executive** working within our showroom /office in Islington London as we continue to grow at a fantastic pace. As Marketing Executive you will be delivering the marketing strategy and have responsibility for increasing our leads and communicating the CTO brand to our global clients in an exciting and fast moving industry. You will be tasked with improving and developing how we communicate with our design led clients. This role will report directly to the creative director on visual communication and to the commercial director on the generation of leads.

Main Marketing Duties and Responsibilities

Implement our marketing strategy, campaigns and all duties necessary to deliver the marketing objectives.

Working with the creative director to deliver strong visual imagery to reflect the CTO brand

Working with the creative director on our website, developing it into a leading platform which continually inspires and reaches out to our clients. Uploading new content in line within the brand guidelines.

Managing our Marketing Dashboard, measuring and analysing activity against targets, building on successful strategies eg website, newsletters, brochures

Working with the creative director and design team to project manage our annual product brochure

Manage all digital communication such as direct marketing to our clients, writing copy for our digital newsletter whilst liaising with the team to create stories that will inspire clients.

Create, manage and implement our Marketing calendar, liaising with external PR

Develop and implement numerous marketing projects for special events, product launches, trade shows to support our sales team and brand development.

Work with Sales team to co-ordinating the mailout of price lists, new product launches, trade shows and events

Working with our PR Agency on writing Press releases and editorial content for trade shows.

Be responsible for CTO's social media across multiple platforms

CTO LIGHTING

9 Cloudesley Road
London
N1 0FH

Tel +44 (0)20 7686 8700
Fax +44 (0)20 7686 8701

www.ctolighting.co.uk
info@ctolighting.co.uk



What we are looking for.

Good standard of degree level education within a relevant field such as Marketing, English, Creative Writing etc. Experience in the design industry is of MAJOR benefit.

Minimum 5 years hands on experience in a marketing role - experience of digital marketing

Experience of planning the design of marketing materials

Excellent writing skills for different materials from website copy to press releases.

Good IT skills; Microsoft Office, Adobe creative suite advantageous

Good Project management skills, ability to work under pressure and deliver to a deadline

Self-motivated interpersonal skills, positive attitude and ability to inspire people

Able to work early/late to get the project complete.

Additional Info

CTO Lighting offer an excellent opportunity for your personal development, an uncapped bonus scheme and a great working environment. The salary will depend on your skills and experience. There is a pension scheme and 20 days holiday (and an extra 1 day for every 2 years worked) plus statutory holidays. General hours are Monday to Friday 9-6pm.

Please apply to info@ctolighting.co.uk