



## Community Manager

F. Schumacher & Co., America's leading name for designing and distributing fabric, wallcovering, floorcovering and furnishings is seeking a Community Manager. The position will be responsible for developing and executing the local marketing initiatives, planning events, and running the customer relationship management (CRM).

Schumacher UK will open shop in spring 2021 and is very excited to onboard team members that are motivated by building success from scratch, owning their areas from idea to execution, and being a part of a dynamic, warm and success-oriented environment. This advertised position requires the ability to work quickly and wear many hats, managing projects and people to meet deadlines and company goals.

### YOU WILL:

- Plan and execute all marketing materials across our digital, print and showroom channels
- Excitedly brainstorm, research and implement strong, new ideas to win and engage customers
- Manage and adapt digital newsletters
- Work directly with graphic designers on layouts for designing sales-driven content
- Update and maintain the Content Calendar for sales-driven materials
- Produce and coordinate the distribution of client-facing, sales-driven marketing collateral, including monthly mailers, cards and invitations, posters, etc.
- Create new collection launch plans for the UK
- Collaborate with PR on invitations, etc. for sales-related events
- Track and replenish showroom collateral (memo pads, pencils, ribbon, etc)
- Communicate marketing initiatives to the sales team, and act on their needs and requests
- Pitch in assorted writing for everything from email newsletters to invitations
- Manage and own our customer database and customer engagement program

### YOU HAVE/ARE:

- At least one: editing/writing and/or marketing experience
- An understanding of online/digital platforms (Emails, blogs, social)
- A discerning eye and strong aesthetic sensibility
- A knowledge of interior design
- Strong writing skills
- Excellent communication skills, both verbal and written

## **ABOUT FSCO:**

F. Schumacher & Co is a 132-year-old interior design company that creates and distributes fabric, wallcovering and furniture to skilled businesses around the world. Our family-owned company is synonymous with style, taste and innovation. Our collections are comprehensive, with an extraordinary range united by respect for classicism, an eye for the cutting edge, and an unparalleled level of quality.

But don't be fooled! While we celebrate our storied heritage, we operate like a 132-year-old startup. Our talented team is innovative and dynamic, and our culture is progressive and fun. In order to continue our success; we are always looking for talented people that fit.

- **Culture:** In our company, you're judged by your ideas and results, not by your experience or title. So, we encourage you to be thoughtful, casual, and to speak your mind.
- **Development:** We strive every day to develop you and your colleagues for what we believe is a challenging and supportive business environment.
- **Teamwork:** We believe that success and efficiency can only be a product of collaboration. At FSCO, working together is the rule, not the exception.
- **Innovation:** We have achieved success and longevity through innovation. And we encourage experimentation and rule breaking. Mistakes? Those are things we embrace, talk about and learn from.
- **Life balance:** Focused, productive time is more important than long hours. We believe in having enough time to be happy both in the office and out of it.