

# COLLIER WEBB

## Job Description

**Job Title:** Digital Marketing Manager  
**Department:** Marketing  
**Reports To:** Sales and Business Development Director, dotted line to Group Marketing Director

### ABOUT COLLIER WEBB:

Collier Webb - part of the Edward Alexander Group, are designers and makers of the finest lighting, furniture and hardware for the world's most beautiful interior spaces. Combining traditional and cutting-edge techniques, our passion for design and British craft is ingrained in everything we do, be it large-scale commercial projects or any one of our vast collection pieces.

A third generation British family business with forty years' experience, Collier Webb has gained a reputation for excellence with leading designers and architects both within the UK and internationally.

Collier Webb's in house designers work closely with our talented craftsmen to produce unique designs, each handcrafted at our South Coast Foundry for a large variety of projects spanning luxury hotels, retail spaces, restaurants and private interiors.

Lead by founder and Managing Director, Geoff Collier whose knowledge of the industry is unparalleled and with the help of his daughter, Danielle Collier they lead a team of over 50 employees.

### THE POSITION:

We are looking for a digital marketing expert to define, develop and deliver strategic marketing campaigns, overseeing 'always on' marketing activities to effectively raise awareness, and promote the brand's product and service offerings.

Working with the Sales and Business Development Director and the Group Marketing Director, the Digital Marketing Manager will be responsible for implementing marketing & communication initiatives to drive meaningful engagement with the design community in targeted markets. You will have proven experience leading campaigns from writing briefs and copywriting to generating creative content whilst working closely with product development and sales teams.

You will also guide our social media strategy, increasing our brand presence online, delivering successful community management, and driving traffic to the website.

The ideal individual for this role has a strong background in developing creatively driven campaigns, a unique passion for problem-solving, collaborating cross-functionally, and driving data-driven results. Previous experience will have covered digital marketing and multi-channel communications planning, using data to identify insights and building compelling stories for the brand.

### Main Responsibilities:

- Identify market growth potentials and propose suitable marketing initiatives aligned with the brand strategies and contribute to the overall direction of the business

- Develop a holistic marketing plan for all channels and manage the delivery of agreed objectives.
- Partner with the Group Marketing Director to drive digital marketing strategy, implementation, execution and optimisation.
- Support and collaborate with sales leads to increase showroom and online sales inquiry.
- Work with the wider sales and marketing teams (internal, agents, distributors) in the implementation of campaigns and workflows.
- Reporting and analysis; generate reports to effectively review and evaluate marketing campaign performance using data analytics tools.
- Using insights to continually review KPI targets, optimise key marketing activity spend and evidence ROI.
- Management and optimisation of paid media channels; PPC (Google Ads) including keyword and competitor research.
- SEO and content optimisation; updating the website & product content in line w/ best practices.
- Social media management; include content curation and creation for relevant platforms.
- Creative copy writing for all campaigns, news stories, blogs and press releases.
- Understand marketing, technology and design industry trends & insights, competition study and positioning of brand and product categories.
- Coordinate internal communications on all marcom activities.
- Manage 3<sup>rd</sup> party relationships, external supporting agencies and media relationships.

#### **Who we are looking for:**

- Qualified to degree level or equivalent in a marketing discipline.
- Proven and successful track record in executing offline and online marketing campaigns across multiple channels
- Strong working knowledge of the digital space, monitoring and measuring marketing performance using data analytics and tools
- Experience in managing paid media channels e.g. SEO, PPC, social media
- Email marketing and CRM campaign management using Mailchimp, Salesforce, etc.
- Website content management platform with Word Press
- Ideally operational knowledge of Adobe Creative Suite programs e.g. Photoshop, Acrobat and video editing tools
- Strong copywriting skills aligned with the brand's tone of voice
- B2B marketing experience in a design industry is essential, interior is desirable
- Experience in team management, including matrix management, to deliver results

#### **Required Competencies:**

- Problem solver – ability to work alone and propose solutions, rather than just being the communicator of problems
- Motivated and goal oriented – ability to take others along and lead from the front
- A true passion and excitement for digital marketing and knowledge of new and emerging trends in design, technology and social channels.

**GEOGRAPHY:** Based out of the foundry in Eastbourne, East Sussex with regular travels to London

**SALARY:** From £35,000 depending on experience. You'll also get the support you need to succeed, the opportunity to develop your career, and the chance to join a team who are coming out of lockdown with strong sales. Eligible for Pirkx after a 3 month trial period.

**CONTACT:** [hr@collierwebb.com](mailto:hr@collierwebb.com)