

JOB DESCRIPTION

JOB TITLE: Digital Content Coordinator

Reporting to: Head of Digital Marketing

Location: London UK

Company overview:

We believe distinctive stories are what make life exceptional. At House of Rohl,[®] we pursue the discovery of time-honoured craft that opens the door to stories unlike any other. Through our collection of brands, you will find countless stories in every detail. Stories of place and provenance. Stories of dedication and passion. Stories of artistry and heritage.

House of Rohl consists of 4 brands, Perrin & Rowe, Victoria + Alber Baths, Shaws of Darwen and Riobel.

Job Overview:

Are you a creative digital marketer with a passion for engaging content, strategic campaigns, and innovative solutions? Do you thrive in a fast-paced, collaborative environment? If so, we want YOU to be part of our team!

This is a Fixed-Term Contract until March 2026, covering maternity leave.

As our **Digital Content Coordinator**, you'll play a vital role in shaping our brand's digital presence across EMEAA. From managing social media strategies to overseeing email marketing and website development, you'll have the opportunity to bring creativity and innovation to the forefront.

Responsibilities:

Social Media

- Management of all social media agencies across EMEAA
- Management of organic and paid social media strategy
- Responsible for the briefing and creation of all organic content to be shared across social channels, liaising with internal stakeholders in EMEAA and the US
- Responsible for the development of the paid strategy across all social channels, budget management and asset creation using Canva
- Budget management across the agencies
- Monitor, analyse and report on performance, and development monthly social reports to share with internal senior stakeholders

Email Marketing

- Management of all agencies across EMEAA
- Management of email marketing strategy across EMEAA (Mailchimp)
- Responsible for the content creation and briefing of agencies for all email campaigns
- Creation of ad hoc email campaigns as requests from the wider company

- Scheduling and calendar management across all brands to make sure that email campaigns all work in synergy
- Database and CRM management (HubSpot)
- campaign performance, suggest improvements and set performance benchmarks

Blog Content

- Keeping Inspiration and Blog pages up to date with content and case studies
- Working alongside agencies and internal stakeholders to identify opportunity for monthly blog content

Website Development

- Assist on the full web development process for all new websites from creative inception to the full build of the project. Knowledge of Umbraco and Shopify would be beneficial
- Responsible for the ongoing content audits to ensure best practice across all sites
- Lead the content uploads and general web upkeep, and advise on improvements and updates for UX and SEO always seeking to optimise the websites

The role will be located within the Design Centre Chelsea Harbour as a full-time role. The role is office based 4 days a week with 1 day a week WFH. As the role is based within a working showroom, occasionally the candidate will be required to assist with designers and architects visiting the showroom and help with showroom events.

Requirements

2-3 years' experience within a digital role with management of social media and Email marketing. Experience within a luxury brand is preferable, however not essential.

Proven experience working alongside agencies to manage budgets, creative and marketing schedules is desired.

- Knowledge of Digital technologies: HubSpot, Mailchimp, Umbraco and Shopify preferred.
- Familiar with Canva for asset creation (video, social assets)
- Familiar with ESP Mailchimp, responsible for managing mailing lists and email development/scheduling within Mailchimp