

SOANE

BRITAIN

Job Title: Marketing Manager (Band B) Location: London, UK

Department: Marketing & Communication

Position Reports to: Marketing & Communications Director

Direct Reports: Visual Merchandiser & Photoshoot Lead (Band C), Merchandiser & Showroom Manager (Band C), Digital Coordinator (Band D), Content & Launch Coordinator (Band E).

Company Overview:

With an uncompromising commitment both to British manufacturing and to our customers worldwide, Soane's mission is to design and make enduring and life-enhancing furniture, lighting, fabrics, and wallpapers. By working with a network of the finest craftspeople in Britain, we preserve traditional skills and nurture them for future generations.

Our talented team is based in offices and workshops in Leicester and the West Country and showrooms in London and New York. For more information, please visit www.soane.com or join our social media platforms Pinterest and Instagram.

Careers Page:

We're looking for an experienced Marketing Manager to join our fast-growing business, championing British craft skills and manufacturing to our global client base of designers and architects. This newly created role is essential for driving marketing strategies with a strong focus on digital, while overseeing daily operations and ensuring alignment with strategic goals. You will lead a team and oversee marketing initiatives, with a strong focus on digital strategy, brand awareness, and business growth. With a deep understanding of Soane's unique selling propositions and market, you'll balance creativity and data-driven insights to elevate our brand and fuel expansion. If you have 7+ years of marketing experience and a proven track record of leading successful teams, we'd love to hear from you!

Purpose of the Position:

The Marketing Manager is a newly created permanent position based in the London office within a fast-growing, mission-driven business. This role is key to executing marketing strategies with a strong focus on digital while overseeing daily operations and managing the department's operational aspects. The Marketing Manager ensures alignment with the strategic direction set by the Marketing Director, ensuring initiatives are executed efficiently and effectively.

This role involves reporting on global marketing strategies, overseeing team performance and ensuring all efforts contribute to the company's overarching goals. With a strong focus on brand awareness and digital strategy, the Head of Marketing must deeply understand the company's unique selling propositions (USPs) and market.

The individual in this role must balance creative vision with data-driven decision-making and strong leadership to drive growth in Soane's largest market, North America. They will also identify opportunities to develop export markets, enhance brand presence, and support overall business expansion.

Duties and Responsibilities:

- **Digital Strategy**: Lead the execution of the digital marketing strategy, ensuring alignment with business goals. Oversee the launch of a new website optimised for user experience, lead generation, and conversions. Use data insights and analytics to refine strategies, improve campaign performance, and enhance customer engagement and satisfaction.

LONDON NEW YORK

WWW.SOANE.COM

COMPANY REGISTRATION N° 03360853 VAT N° 707 0475 49

SOANE

BRITAIN

- **ROI and KPI Metrics:** Track marketing initiatives against KPIs to measure effectiveness and ROI. Oversee KPI monitoring for the marketing team in collaboration with the Press and Communications Manager, ensuring alignment with business goals and making data-driven decisions based on performance insights.
- **Product Launches:** Lead the execution of product and campaign launches, ensuring seamless integration of marketing activities that generate excitement and engagement.
- **Revenue Generation Focus:** Collaborate closely with the Client Development and Sales Operations teams to convert leads into sales, ensuring a seamless transition through the sales funnel.
- **Showrooms & Events:** Manage and oversee global showrooms and events, ensuring they are effectively executed and aligned with marketing objectives to enhance the company's brand presence and client engagement.
- **Consistency Across Channels:** Collaborate closely with the Press and Communications Manager to ensure that the company's brand voice, messaging, and positioning are consistent across all marketing channels (e.g. digital, print, social media, PR), ensuring the company stands out in a competitive market.
- **Internal champion for Mission and Vision:** Ensure all internal and external communications are in line with Soane's mission, vision and values.

Qualifications for the Position:

- **Leadership Experience:** Several (7+) years in marketing roles, with at least 3-4 years in a management position. Experience in leading and developing a marketing team is essential.
- **B2B Marketing:** The ideal candidate should have a strong background in Business-to-Business (B2B) marketing, with experience in developing and executing marketing strategies tailored to a trade audience. Experience within the interiors industry is also beneficial.
- **Digital Marketing Expertise:** Applied understanding of digital channels, including social media, SEO/SEM, email marketing, content marketing, and performance marketing.
- **Marketing Software:** Familiarity with marketing platforms like Google Analytics, CRM tools, email marketing platforms, content management systems (WordPress, WooCommerce, Shopify), and marketing automation tools.
- **SAP:** A working knowledge of SAP is highly beneficial for this role. Responsibilities will include navigating SAP interfaces and utilising data for integration with the website.
- **Project Management:** Demonstrate excellent project management skills, with the ability to handle multiple campaigns and initiatives simultaneously.
- **Communication Skills:** Excellent written and verbal communication skills, as well as the ability to collaborate with senior leadership, stakeholders, and external agencies.

For details of Soane's benefits, including long term service benefits, please refer to the current Benefits Sheet.

Date: 14.03.25

Written By: Aisling Pell

LONDON NEW YORK

www.SOANE.COM

COMPANY REGISTRATION N° 03360853 VAT N° 707 0475 49