

THE EDWARD ALEXANDER GROUP

Job Description

Job Title:	Marketing Manager - Textiles
Department:	Marketing
Reports To:	Marketing Director, The Edward Alexander Group Dotted line to Managing Director, George Spencer Designs & Gainsborough

WHO WE ARE:

The Edward Alexander Group is a portfolio of home design companies devoted to ensuring British craft thrives both at home and internationally. Our brands embrace the creativity, expertise and craftsmanship of the world's eminent designers and architects whilst remaining authentic to their British heritage.

Although each brand has a unique and distinctive personality, they all share an intrinsically charming creative aesthetic and spirit of originality. The Edward Alexander Group combines tradition and modernity, harvesting the best of both, and we are quintessentially British.

THE POSITION:

The Marketing Manager will oversee the development and execution of marketing initiatives that support and build engagement in the design community with a focus on textile brands in the group, currently consisting of George Spencer Designs and Gainsborough.

You will have proven experience creating marketing campaigns from writing briefs to content development and maintaining 'always on' 360 marketing activities to effectively raise awareness and promote the brand's product and service offerings.

As Marketing Manager, you will also guide our digital marketing and social media strategy, increasing our brand presence online and focus on delivering successful community management in targeted markets.

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 social marketing and multi-channel communications planning, using data to identify insights and building compelling stories for the brand.

Main Responsibilities:

- Develop a holistic marketing calendar and activation plan for all online and offline channels
- Collaborate with sales leads from each brand on developing initiative to increase showroom footfall and online enquiries through various marcom activations
- Work with the wider sales and marketing teams (internal, agents, distributors) in the distribution of marketing campaigns and assist in the creation of sales collateral and client presentations
- Support external PR agency with press inquiries: sample loan, product information and event planning

- Creative copy writing for all campaign, email newsletter, social post, online journal etc.
- Plan and deliver campaign content, VM display and creative assets for all brand touch points
- Maintain the website and collaborate with external web team to create an user-experience that keeps customers coming back and deliver a delightful and engaging experience
- SEO and content optimisation; updating the website and product content in line with SEO best practices including keyword and competitor research
- Social media management; include content creation, curation and adaptation for relevant platforms as well as design community engagement
- Reporting and analysis; generate reports to effectively review and evaluate marketing campaign performance, using insights to continually review KPI targets, optimise key marketing activity spend and evidence ROI.
- Understand marketing, technology and design industry trends & insights, competition study and positioning of brand and product categories.
- Coordinate internal communications on all marcom activities.

Who we are looking for:

- Qualified to degree level or equivalent in a marketing discipline.
- 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, Google Ads
- Email marketing and CRM campaign management using Mailchimp, Salesforce, etc.
- Website content management platform with WordPress
- 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
- Marketing experience in a luxury design industry is preferable, interior is desirable,

Required Competencies

- Positive and upbeat member of the team – encouraging and supporting peers, teams and key stakeholders
- Strong communicator – recognising the difference in style required across senior management and internal peer groups
- Problem solver – ability to work alone and propose solutions, rather than just being the communicator of problems
- Must be passionate about new and emerging trends in digital technology and social media channels.

GEOGRAPHY: Based in Design Centre, Chelsea Harbour in London with occasional travels.

SALARY: depending on experience

Please email Cover letter and CV to: contact@edwardalexandergroup.com

PLEASE NOTE: In addition to the duties and responsibilities listed, the jobholder is required to perform other tasks or duties commensurate with the role, as reasonably requested by their manager from time to time.