

Plain English

CUPBOARDMAKERS

Role: Marketing Manager

Location: Full-time, in person position at Plain English, 28 Blandford Street, Marylebone, London W1

Reporting to: Brand & Marketing Director

Role overview

This role offers a unique and exciting opportunity for an organised, energetic, business-oriented and creative person to join our Global Marketing team at Plain English Design and our sister company British Standard Cupboards.

We are looking for a Marketing Manager who can support/manage marketing responsibilities, creative content activities and relationships. You will be an integral part of the collective team – working with internal members of staff and with our partners (PR team, digital manager, social media manager, graphic designers, photographers) - and play a key role that will quickly grow to have its own discrete responsibilities.

This person will help to ensure smooth day-to-day running of/responsibilities around the Marketing workflow.

What you'll do:

- Support and drive various marketing efforts as part of the Global team on initiatives in the UK & USA
- Assist on photo shoots (as and when needed), content creation, production process.
- Organise and manage the Photo library
- Provide support at marketing meetings and on calls, take notes for further consideration and ideation
- Work with team to progress projects from conception through to completion, including collateral development (brochures, leaflets)
- Manage website development, including CMS changes, ensuring our sites are up to date and relevant
- Organise and manage press & trade events
- Contribute to discussions around future strategy for the business
- Press liaison, and fulfilment of press office function, responding to image and credit requests when needed
- Manage admin tasks that promote the activities/success of the business with a “can do” positive attitude

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London W1U 4BZ Tel 0207 486 2674
Website plainenglishdesign.co.uk
Registered in England Registered Number 3073346
Registered Office 43–45 Dorset Street London W1U 7NA

- Assist with the preparation of social media content and participate in the day-to-day management of our social media accounts
- Own and drive the growth of our email databases for both brands, and monthly newsletters

Key attributes:

We are looking for someone who:

- Has a genuine passion, understanding and appreciation for design and the Plain English and British Standard Cupboards ethos
- Has excellent communication and interpersonal skills. A high attention to detail when writing, intuitive, and hard working.
- Likes a quick moving programme - is highly presentable and organised at all times.
- Is self-motivated and keen to learn new things and to communicate them via various marketing/social channels.
- Has a good understanding of the process for producing print collateral
- Has experience and proficiency working with social media platforms and website CMS
- Has an awareness of key UK & US press for both our brands
- Is aware of and up on brand relevant popular culture that relates back to our audiences.
- Has a warm nature and enjoys working with others - is motivated to share tasks, but also likes to press on and is able to regularly report in on their progress.
- Understands and appreciates good design and the Plain English design ethos.
- Has excellent attention to detail in both written and verbal skills as well as factual accuracy.
- Likes to get the job done!

Skills:

Ability to use and fluency in:

- All Microsoft Office applications
All Google Suite platforms
- Slack
- DropBox
Mailchimp
- Social Media – Instagram, Pinterest, Facebook
- Familiarity with Adobe Suite – InDesign/Photoshop, nice to have, but not necessary
- Ability to grasp new digital platforms including Website CMS