



Sales: Communications

London based: MARK Showroom, 1 St John's Square, EC1M 4DH

Salary range: £20-24K + commission

Purpose: To promote our brand and grow sales through events in the showroom and communications with our customers, press and social media.

Working closely with the Sales: A&D post-holder, this role is key to support the directors and wider team with marketing and communications material, events and campaigns to build brand awareness, converting this into sales to meet our growth targets.

The role will include the following:

- Working with the directors to build and develop client relationships
- Upholding the company ethos and brand values with the utmost care and attention
- Nurturing client relations to develop sales with new and existing clients and propose new business development opportunities.
- Engaging with the A&D, dealer and end user communities to develop new and existing client relationships
- Producing targeted and effective email campaigns
- Developing, manage and drive engaging content for website, blogs, social media and trade publications
- Creating adverts for both trade and consumer publications
- Working alongside the Sales: A+D post-holder in the organisation of events for the showroom; manage invitations and RSVPs for events along with a database for these
- Hosting showroom events - ensuring we operate to the highest standards of customer service and presentation
- Maintaining an excellent library of images and product information to respond to customer and press requests (sales and media support)
- Building and maintaining relationships with key media, press, commentators and stylists
- Working with directors and sales team to build a case study library of projects completed including project photography
- Preparing for and support trade shows on yearly basis: for example Clerkenwell Design Week and London Design Festival
- Assisting with the showroom presentation; ensuring all samples are maintained in good condition and order.

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Person specification:

ESSENTIAL
Excellent people skills – outgoing and sociable. Able to quickly build rapport and a natural networker.
A design enthusiast, with a genuine engagement with the design and ethical values of our brand
Highly organised, with excellent administration skills, a user of Word and Excel
An ability to reach out to and build our market presence through social media.
A minimum of 3 years' experience of social media tools with evidence based expertise in execution of campaigns that are relevant to our business.
Ability to produce presentation material using InDesign in-line with MARK brand guidelines
Ability to use content management system on website in order to keep up to date with news and events (training will be given in relation to the specifics of our website)
Excellent written and verbal presentation skills
Self-motivated, comfortable with working alone at times
GCSE grade C minimum in English and Maths
Confident and competent with figures
DESIRABLE
Experience with a small, growing company
Track record of experience within a similar role, looking for an opportunity to grow
Higher level qualification in a subject requiring advanced skills in written English.
Experience and established contacts in the London A+D sector
Experience in producing business reports