

## Communications and Events Manager

Based from our showroom in EC1

### Job purpose

For this key role we are looking for a highly professional, confident person with excellent communication and writing skills. At its heart the job is about communicating the mission and work of our company and supporting a programme of events and activities at our London showroom. You will be responsible for developing the company's tone of voice and visual presentation and to ensure this matches the energy and dynamism of what we do and who we are.

### The Company

We are one team of creative, practical, and driven people, working across two distinct businesses:

- MARK Product, the furniture manufacturer supplying furniture to the contract market
- Hart Miller Design - our award-winning furniture and interior design studio, and the creative force behind MARK Product.

Each brand has its own audience, and our communications strategy needs to reflect the distinctiveness of each. We have our head office in Cornwall and our office / showroom space in Clerkenwell, London.

### The role

We are looking to recruit a driven and highly passionate individual to be our Communications and Events Manager, based in our London showroom.

The role is to develop and implement a communications and events strategy across both businesses. It will require a broad approach to building the brand of both businesses through effective social media campaigns, press coverage and communication materials such as pitch documents, product presentations and look books. As such there is a requirement to produce excellent written material as part of this role.

At our showroom in Clerkenwell, you will also be arranging and presenting events which reach our architecture and design audience. This is a full-time role weighted with a 40/60 split Hart Miller / MARK Product.

### Role and responsibilities

- Working with the directors, to develop and implement our communications strategy as a key strand of our marketing strategy.
- Writing and presenting content of all kinds for both Hart Miller Design and MARK Product in support of the communications strategy.
- Creating focused and effective stories to share on social media platforms, and to build interest from potential clients
- Building a library of case study projects completed including project photography; interviewing clients where appropriate to gain testimonials
- Maintaining an excellent library of images and product information to respond to customer and press requests (sales and media support)

- Writing and issuing press releases, case studies and any other relevant content in order to build the presence in press, publications and online of both brands
- Carrying our market research with a view to increasing our business growth, market positioning and brand expression.
- Producing credentials and presentation documents for engaging with potential new clients and to support existing
- Producing targeted and effective email campaigns
- Developing, managing and driving engaging content for website, blogs, social media and trade publications, maximising our online / social media visibility and ensuring our message remains consistent throughout
- Work with colleagues to develop a programme of events for the showroom,
- Manage events in our London Showroom that are part of our wider strategy, manage invitations and RSVPs for events along with a database for these
- Support the MARK sales team in hosting events at our London showroom to include ensuring the showroom is presentable, organising catering, ensuring all samples as required are available along with the relevant presentation material.
- Building and maintaining relationships with key media, press, commentators and stylists
- Preparing for and supporting trade shows on a yearly basis: for example, Clerkenwell Design Week and London Design Festival
- Representing the company at relevant events and networking opportunities in order to reach out to and build on new and existing relationships

**Qualifications/experience:**

- a highly professional, self-confident person with a minimum two years' experience in similar role
- proven ability to initiate and develop professional relationships
- with a sense of commercial acumen, dependable and able to act on initiative
- strategic and creative thinker with ability to transform ideas into practical reality
- ability to self-manage
- proven track record in developing and implementing marketing strategies in creative services sector/an understanding of architecture desirable
- experience of managing campaigns and events
- strong project management skills
- experience of representing previous companies at external events
- excellent written and verbal communication skills, good proof-reading skills and attention to detail
- relationships/knowledge of key national and international press figures and how the press works
- firm grasp of web-based communications, content, development and updating
- competent in Adobe Creative Suite, Microsoft Office
- a good sense of graphic design

**Application:** Please send a CV and covering letter to: [jobs@markproduct.com](mailto:jobs@markproduct.com)  
**Salary:** subject to experience: £22,000 - 28,000  
**Closing date for application:** Wednesday 21st November  
**Interviews:** Wednesday 28th November

**No agencies.**