



Digital Communications and Marketing Manager

ABOUT US

MARK Product is a British design-led furniture brand, with a manufacturing base in Cornwall and a showroom in London. We are driven by our 'Do Net Good' mission for sustainability, aiming to have a positive effect on the planet and our local communities. This has been recognised by us recently becoming a certified B Corp.

We make contract furniture for the office, education and hospitality sectors – you'll find our furniture in such diverse organisations as Amazon, Google, leading Universities, various NHS hospitals, Astra Zeneca, Lloyds Bank and the Tate Gallery.

We have recently formed a strategic partnership with the renowned furniture manufacturer Bisley and with them will be growing into new markets and designing some great new products. As a result we are seeking to grow our team with this key role.

We are a friendly hardworking bunch of people, driven by a desire to do a great job and create beautiful and useful furniture we can stand by – in its quality, integrity and sustainability. If you share these values and would like to come with us on the journey, see the full details below along with details of how to apply.

JOB PURPOSE

To plan, produce and implement engaging and effective content, product and promotional material to elevate the MARK brand, it's Do Net Good strategy and its product range through all channels including the website, product literature, social media and newsletters.

KEY RESPONSIBILITIES

- Working with the Directors, develop and implement marketing activities that support the strategic development and growth of the MARK brand
- Create effective marketing content that leads to engagement with our product range, our company and our Do Net Good sustainability strategy
- Proactively capture visual content of products, production, projects and events
- Create, implement and manage social media campaigns to an agreed schedule
- Write and edit copy; communicating with fluency across all media platforms
- Engage fully in our sector, developing an in-depth understanding of our customer base, client profiles as well as industry trends and themes in order to create relevant and engaging content
- Develop ideas to increase following and engagement
- Create and send regular, engaging newsletter campaigns
- Manage and quality-control the email newsletter list
- Manage all marketing and promotional content across web, print and digital platforms



- Maintaining an excellent library of images and product information to respond to and support sales efforts
- Actively maintain the website content ensuring all product information and resources are up to date
- Ensure sales presentation documents are kept up to date with latest product or project imagery
- Manage database of assets shared with our customers and partners
- Building a library of case study projects completed including project photography; interviewing clients where appropriate to gain testimonials
- Support sales through the creation of sector, project or product specific lookbooks
- Plan, organise and manage photoshoots as required for new product launches
- Effectively communicate the ethos and activities relating to our Do Net Good sustainability strategy
- Report regular agreed Key Performance Indicators to the Directors, and keep colleagues up to date with presentations periodically.

QUALIFICATIONS AND EXPERIENCE

- Minimum 2 years experience in a related role
- Degree or equivalent in graphic design or other related fields
- A portfolio that displays work covers digital marketing, social media, print and digital platforms
- An ability to research and present complex information in an accessible and original way
- Demonstrate skills in typography, layout, hierarchy, & branding
- Knowledge of Adobe Creative Suite – specifically Photoshop, Indesign and Illustrator
- Demonstrate knowledge and understanding of website design, specifically Wordpress platform
- Demonstrate knowledge of email campaign design programs such as Campaign Monitor

SKILLS

- Excellent written and visual communication skills
- Self motivated and proactive with ability to work autonomously
- Ability to self-manage daily workload and work under pressure to project deadlines
- Demonstrate excellent organisational skills
- Show acute attention to detail to be able to proof work

Reporting to: Directors

SALARY

£27,000 subject to experience

LOCATION

This is an office based role, full-time and based at our Cornwall Head Office (Polhigey Mine, Carnmenellis, Redruth, TR16 6PH). Occasional travel to events at our showroom in London or external exhibitions is required.

APPLICATION PROCESS AND DEADLINE

Please email jobs@markproduct.com with a copy of your CV and a covering letter introducing yourself and your interest in this role. The application deadline for this post is Monday 18 March.

INTERVIEW DATES

We will be interviewing w/c 25 March.