



TALENT DECK

**Graphic Designer &
Digital Communications
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 Not 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 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.

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 appoint a key new role in our creative team who will be responsible for building effective and engaging communications material that resonates with our clients.



THE OPPORTUNITY

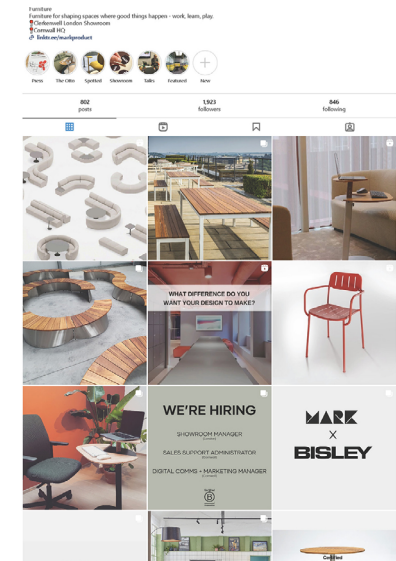
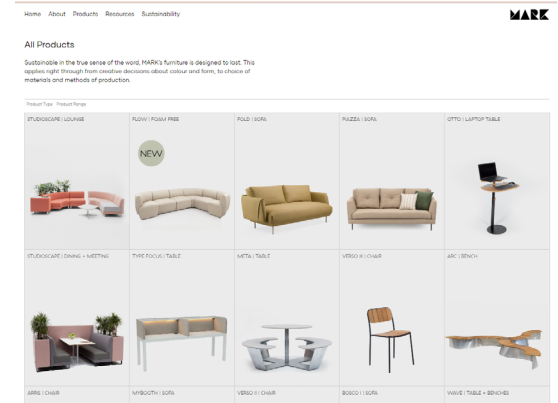
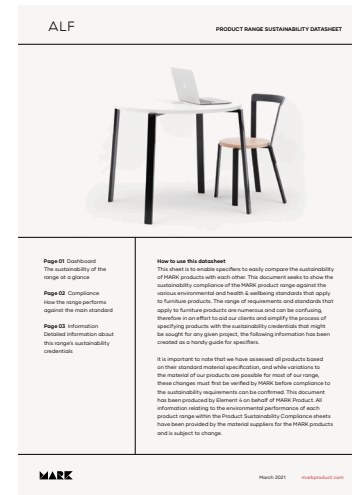
THE ROLE

We are looking for an ambitious graphic designer with a passion for social media and an interest in the 'bigger picture' and keen to make an impact in communications across our growing creative business.

JOB PURPOSE

As a creative designer you will be responsible for printed and digital communications that promote our products, our brand and our values across a range of platforms.

You'll manage and create content for our social media platforms, newsletters and website as well as design and develop collateral to support the sales team in their work through product literature, assets, event invites, price lists and website content management.



DESIGN + CREATIVE

- Working with the Directors, develop and implement our marketing strategy to drive brand awareness and engagement
- Create effective and impactful graphics across all platforms and touch points that tell the story of our company and our products
- Maintain an excellent library of images, product information and assets
- Produce concepts for one-off events or promotions
- Actively maintain website content ensuring all product information and resources are up to date
- Plan, organise and manage photoshoots as required for new product launches and product promotions
- Effectively communicate the ethos and activities relating to our Do Net Good sustainability strategy
- Engage fully in our sector, developing an in-depth understanding of our customer base and industry trends and themes in order to create relevant and engaging content

DIGITAL COMMUNICATIONS

- 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 driver brand awareness in line with an agreed schedule
- Produce accurate, written copy to engage our audience
- Create and send regular, engaging newsletter campaigns
- Track activities through our CRM system
- Manage and quality-control the email newsletter list
- Manage all marketing and promotional content across web, print and digital platforms

QUALIFICATIONS AND EXPERIENCE

- 1-2 years experience in a related role or a portfolio to demonstrate skill set
- Degree or equivalent in graphic design or other related fields
- Excellent knowledge of Adobe Creative Suite – specifically Photoshop, Indesign and Illustrator
- Working knowledge of Microsoft office suite and specifically PowerPoint
- Evidence of skills in typography, layout, hierarchy, & branding
- Evidence of knowledge and understanding of website design, specifically Wordpress platform
- Evidence of knowledge of email campaign design programs such as Campaign Monitor
- 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
- A good understanding of preparing artwork for print

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
- Excellent organisational skills
- Acute attention to detail to be able to proof work
- Presentational skills to share your ideas and communicate with colleagues and our wider team

SALARY

£25-27,000 subject to experience

BENEFITS

28 days holiday, inclusive of all statutory bank and public holidays
3 additional days holiday between Christmas and New Year when we close.

Paid company sick days

Cycle to work scheme

N.E.S.T Pension scheme option

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

Please email jobs@markproduct.com with a copy of your CV and a covering letter introducing yourself and a max. of 5 examples of your work.

CLOSING DATE

The application deadline for this post is Monday 29 April.

FOUNDERS

MARK Product was established by designers Anna Hart and John Miller.

Having met in 2007, Anna and John had been brought together through their shared aspirations for designing and making furniture that would not only enhance the experience of the place where people work but also deliver a difference to the lives of the community and environment where that product was made.

The ideas and values that Anna and John exchanged in their first meeting remain what drives the company today as they continue to lead the business.

“Producing furniture that we can confidently stand by in regards to the ethics and values of its production and lifecycle are a driving force for us.” Co-founder, Anna Hart

Having set out to manufacture our products in Cornwall, utilising the array of skills in our local community our investment in local talent and relationships has developed into an established and trusted network of factories that produces beautiful furniture specified by the UK's leading architects and designers.

Having established the company with these shared values they continue to underpin the company today and are reflected in our 'Do Net Good' sustainability strategy.



Our products are made to last with a 10 year warranty and a 30 year life cycle as a minimum; our renew scheme will see them in use for many more years we are sure.

“It is as important for us to know who makes our products, as it is for us to be fair to the planet in the way we choose our materials and our manufacturing processes.” Co-founder, John Miller

SUSTAINABILITY

Do Net Good is our industry leading sustainability strategy.

We created MARK with the aim to be sustainable, and we hold ourselves to the highest possible standards.

Our approach is the result of having put our business under scrutiny. In 2020, we invited Sustainability & Wellbeing Consultancy Element 4, to look at how we do things currently and our plans for the future. As a result we have some ambitious goals set for our future. Learn more [here](#).

We manufacture only in the UK, and as locally as possible to our HQ in Cornwall.

Not only does this reduce transport miles, it also builds stronger relationships with our suppliers and greater control that enables us to innovate both in design and in sustainability.

Our investment in local talent has developed into an established and trusted network of factories.

It is as important for us to know who makes our products, as it is for us to be fair to the planet in the way we choose our materials and our manufacturing processes.



