



GP&J BAKER

Job Description

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| Title: | Digital and Social Media Marketing Coordinator |
| Location: | Chelsea |
| Reporting To: | Marketing Project Manager (indirect Marketing Director) |
| Department: | Marketing |

Summary of Position

Manage all of GP&J Baker's B2B digital communications to include website, emails, social media and virtual tools.

This role is responsible for the creation from concept through to final deployment of all emails, all social media posts across all channels, virtual look books and digital pattern books and the gpjbaker.com website and will require the coordination of copy, imagery, translations, stock checking through to scheduling and analysis via preparatory ESP systems and social media management tools.

The role will work closely with our Digital Graphic Designer and USA web design team and will report to the Marketing Project Manager with a dotted line to the Marketing Director.

To apply for this position please forward your CV to careers@gpjbaker.com

Key Duties and Responsibilities

Social Media Coordination

- Content planning (images and captions) with consideration to brand voice and wider marketing strategy such as supporting launches, events and email campaigns
- Scheduling posts according to best practice and times via Hootsuite
- Day to day social media management, answering and escalating queries and engaging with user generated content. Where appropriate, reaching out to customers about image usage rights and re-pinning to the company Pinterest board via the Google Chrome Pinterest app.
- Content creation in the form of imagery and reels
- Monthly reporting on reach and engagement against pre-agreed KPI's

- Uploading new collection films to YouTube and monitoring audience engagement
- Plan and upload content to Pinterest weekly and report on monthly impressions and engagement
- Research competitor social media activity and stay up to date on current best practices

Email

- Coordinate and track email strategy to balance messaging across branding voice ensuring diverse content whilst also keeping in line with business objectives
- Research competitor email activity and keep up to date with latest trends in email marketing and develop new ideas for implementation into email strategy
- Stay up to date with best practices in email marketing and GDPR ensuring strategy implements any updates
- Upload new audiences to Mailchimp database monthly and according to customer segmentation
- Report on monthly open rates, click rates and click through rates across all audiences, analyse and suggest where improvements can be made
- Brief graphic designer on email campaign message, collate and coordinate digital assets for use in email campaigns including imagery, animations, links, copy
- Stock check products for in-stock campaign messaging
- Coordinate translation of email marketing campaigns into French, German and Italian
- Schedule emails multiple times a week to key UK and European markets
- Send our price lists based on currency segmentation when needed
- Liaise with customer services about customer details and accounts in Mailchimp and updating details when necessary
- Forward customer enquiries in response to email campaigns to the sales team
- Coordinate US staff email campaigns according to US launch plan

Website

- Coordinate website homepage and new collection updates with graphic designer and US web team via Asana
- Liaise with customer service and US web team when updates are required for the 'Where to Buy' page
- Ensure any issues reported on the website are escalated to the US web team via Asana for fixing

Online Sellers Packs

- Develop spec sheets and cross reference with Oracle for each new collection launch
- Organise and file flatshots, lifestyle shots and spec sheets for easy access to provide online sellers

Misc

- Respond to imagery requests from customer services and sales team
- Send over assets to US marketing team when requested
- Saving and appropriately naming contract images to drive
- Digital asset creation for use in emails, social media and on website in form of image, animation or video
- Liaise with all internal departments and managers to ensure efficient communication
- Adherence to the Company 'Health and Safety' procedures at all times
- Adherence to the Employee Code of Conduct
- Any other additional duties as may be required from time to time as requested by your line manager and/or the Company

| Person Specification | | |
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| Criteria | Essential | Desirable |
| Qualifications | Educated to Degree level | |
| Knowledge | <p>In depth knowledge of digital marketing platforms including Mail Chimp and Hootsuite.</p> <p>Working knowledge of Adobe suite, Canva or similar content creation tools</p> | <p>Knowledge of design/graphic design packages such as InDesign and Photoshop</p> <p>Basic knowledge of HTML is useful</p> |
| Experience | <p>5+ years' experience managing social media/digital marketing for a luxury B2B brand (ideally within Homewares, Lifestyle, textiles or fashion)</p> <p>Experience using analytical tools like Google Analytics and using insights from these tools to inform strategic changes to improve metrics.</p> | |
| Skills and Attributes | <p>Excellent communication skills and interpersonal skills</p> <p>Good attention to detail and good problem solver</p> <p>Ability to organise, prioritise and plan effectively and able to work to given deadlines</p> <p>Excellent copy writing and copy checking skills</p> <p>Excellent ability to multitask</p> | |
| Personal Qualities | <p>Tenacity, resilience and perseverance</p> <p>A passion for luxury design in Interiors/Fashion/Lifestyle.</p> | |

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| | <p>Willing to work additional hours as necessary in order to complete a project accurately and on time.</p> <p>Enjoys a fast-paced environment that is both creative and analytical.</p> | |
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