

C.ATHERLEY

The Role

Creative Marketing and Communications Executive

Overview

We are looking for a bright, creative individual to head up our creative marketing and communications across channels. You will work closely with the E-Commerce manager and Head of Design

Key Responsibilities

Marketing & Brand Development

- Develop and execute innovative marketing campaigns to enhance brand visibility and support business goals.
- Create fresh, engaging content for digital platforms, including social media, email marketing, websites, and paid advertising.
- Work with internal teams and external partners to develop brand assets, including photography, video content, and promotional materials to be used across the business.
- Conduct market research to identify trends, opportunities, and audience insights that inform marketing strategies.
- Support PR manager at events, representing the brand through marketing and in-person.

Communications & Content

- Craft clear and persuasive written content, including press releases, newsletters, social media copy and website copy.
- Ensure consistent brand messaging across all channels.
- Help us to create, maintain and evolve an engaging tone of voice that reflects the brand and its ethos.
- Oversee and manage all seasonal photoshoots, including pack shots, lifestyle imagery, and video and ensuring the business has sufficient, high-quality content to meet its requirements.

Campaign Management

- Plan, coordinate, and track the performance of marketing and communication projects from concept to execution.
- Monitor and report on campaign effectiveness using analytics tools, making data-driven recommendations for improvement.

Digital & Social Media

- Oversee social media channels, ensuring consistent voice, timely posting, and engaging content.
- Develop strategies to increase audience engagement, follower growth, and conversion.
- Track platform performance and adjust content based on insights and KPIs.
- Manage accounts across Instagram, Pinterest, TikTok, YouTube.

Skills and experience

- ~ 2 years' experience in a similar role
- Proficient in Adobe Photoshop and confident in other Adobe programs
- Immaculate written English
- Strong attention to detail
- Previous use of Klaviyo

The team

- You'll be working alongside both the e-commerce manager and design team.

Working Pattern

- Full time
- 5-days a week, 3 of which to be onsite in the C.Atherley design studio in London W2, 2 to be remote.
- 10am-6pm (option for hours to be flexible on remote days)

Salary

- £32k pa

How to apply

Please send us your CV, a covering letter and examples of your work to robyn@joyofprint.co.uk. Please use your name and Creative Marketing and Communications Executive as the subject line.