de Gournay

SOCIAL MEDIA MANAGER & CREATIVE

Role

de Gournay is looking for a creative, organised and motivated Social Media Manager to join our creative HQ in London. As part of our marketing and PR teams, you will help to tell the de Gournay story across our social media channels, engaging with global audiences and supporting brand management initiatives to create a cohesive and seamless omnichannel experience.

Working closely with the Brand Director, the Creative Producer, and Creative Strategist, this role involves social media account communication, management and scheduling, and support of the execution of marketing campaigns that reflect de Gournay's artistry and vision.

As creators of the finest hand-painted and hand-embroidered wallcoverings, de Gournay is a family-run company committed to creating exceptional interiors around the world. This role provides hands-on marketing experience within a collaborative, creative environment, offering the chance to contribute to a range of exciting projects while championing the brand.

Responsibilities

- Manage day-to-day social publishing across key platforms, including posting, community engagement and responding to comments and enquiries.
- Manage the social content calendar around wider marketing priorities, launches, events and incoming content.
- Bring fresh, creative ideas for social media output and content in line with the de Gournay world.
- Transform new and archival assets into compelling social-first formats, including Reels, Carousels and Stories.
- Collaborate with the photography and editing team, Brand Director and Creative Strategist to identify projects and narratives with strong social potential and coordinate the delivery of content to schedule.
- Develop and maintain a strong understanding of de Gournay's content pillars and their nuances, applying strong editorial judgement to how they are developed across social channels.
- Track engagement and performance across channels, compiling a monthly report and using insights to test new ideas and continually refine social output and strategy.
- Manage and organise imagery across teams, drives and databases, acting as a main point of contact for image sourcing, filing and distribution and ensuring assets remain consistently organised and easy to locate.
- Assist the creative team on shoots where needed, from visual research and styling support to helping prepare and maintain the set.

Skills and Qualifications

- Experience in social media management and marketing operations is desirable.
- Familiarity with key social platforms, including Instagram, Pinterest and TikTok, with a strong understanding of luxury brand positioning and social-first content.
- Strong visual sensibility and editorial judgement, with the ability to understand and develop de Gournay's content pillars and their nuances across social media.
- Excellent written and verbal communication skills, with confident copywriting ability and

experience liaising across teams.

- Strong organisational skills, with the ability to manage multiple tasks, priorities and deadlines.
- Detail-oriented and proactive, with the ability to implement simple workflows and task tracking.
- Graphic design proficiency for social media content, particularly Stories; experience with Adobe InDesign is desirable.
- Photo and video editing skills are beneficial, with experience using Adobe Photoshop and Premiere Pro advantageous.
- Comfortable interpreting social media performance and engagement data to inform future content and ideas.
- Bringing enthusiasm to the support of marketing campaigns, launches, shoots and events.

Available for immediate start, this role based in our London head office. Applicants must have the right to work in the UK.

To apply, please send your CV and portfolio, along with a covering letter to: anna-lisa@degournay.com