



H A I N E S

Job: Content Marketing Manager (full time)

Location: Groombridge, East Sussex, TN3 9NU

Salary: 40 - 45K per annum

PROFILE:

Haines is a resale platform for leftover or unwanted luxury products from the interiors industry, as well as an online home for eco-conscious designers. We're an interiors marketplace promoting circularity in interior design. Our mission is to be the number one destination when designing a beautiful and conscious home.

We've had unprecedented growth since we launched in 2019, including collaborations with major brands such as Levis. Haines has been featured in most national publications such as Architecture Digest, Forbes, The Times, The Telegraph and House and Garden. The founder, Jules Haines, has been labelled as one of House and Garden's Rising Stars of 2022.

We're a team of four and looking for an exceptional Content Marketing Manager to oversee and grow Haines' presence in the market. You will be responsible for implementing marketing and branding strategies alongside uncovering key insights to grow further and reveal business/revenue opportunities.

This is an integral, strategic hire for the team and an opportunity to create an impact for a unique, fast-growing, eco brand.

JOB SUMMARY:

The Content Marketing Manager position will support the Director in developing and implementing the marketing plan. The primary focus of this role is to grow our presence and improve all brand content. You will work alongside the Partnerships Marketing Manager and execute marketing plans, create copy for all marketing, and lead campaign analysis. You will be responsible for developing and maximising campaigns, and ensuring optimal brand exposure.

RESPONSIBILITIES:

- All copywriting on social media, blogs and newsletters.
- Campaign planning and execution.

- Ad campaign planning with our partners.
- Marketing material design with our agency.
- Customer journey analysis and development.
- Analyse competitive activities in the marketplace.
- Lead the development and strategy of how to grow our audiences for products and key messages.
- Develop marketing tools that are timely, brand-enhancing and effective at driving sales.
- Spearhead the strategic and tactical execution of marketing campaign test/control segmentation, implementation of tests, tracking, results reporting, analysis, and recommendations.
- Create engaging written or graphic content for web pages.
- Support other members of the team when needed.

EDUCATION & PRIOR EXPERIENCE NEEDED:

- At least 5 years of marketing experience in marketing, ideally luxury retail. A keen interest in interior design or design background is preferred
- Exceptional written and verbal communication skills in English (fluent)
- Strong attention to detail and exceptional organisational and project management skills
- Strong team player
- Budget management
- Competitive analysis
- Highly proficient with MS Word, Excel and PowerPoint, use of Google Suite is advantageous.

The office is in a rural location, so you must have your own transportation.

We are an equal opportunities employer and welcome all applications from all suitably-qualified candidates, irrespective of gender, disability, marital or parental status, racial, ethnic or social origin, colour, religion, belief, or sexual orientation.