

PORTA ROMANA

Job Description – Marketing Coordinator

About: Porta Romana is a privately owned British company, based in Farnham, Surrey. The brand is synonymous with distinctive and unique, luxury lighting and furniture products — working closely with leading interior designers, architects and global partners to supply many of the most prestigious hospitality and residential projects around the world.

Role: The Marketing Coordinator plays a key role in supporting the delivery of Porta Romana's marketing activity across all channels: website, socials, email, print, sampling, and digital sales tools. Working closely with the Marketing Manager and wider marketing team, the role helps ensure all channels are maintained to a high standard, campaigns are delivered effectively, and content accurately reflects the Porta Romana brand. The role focuses on coordination, content management, reporting and campaign execution, providing support across a broad range of marketing activities.

We're looking for someone who is genuinely passionate about interiors, craftsmanship, design and storytelling, and excited by the opportunity to work with one of Britain's leading luxury interiors brands.

Key Responsibilities

Website & Digital Asset Management

- Upload and maintain website content, ensuring accuracy, consistency and strong brand presentation
- Support product launches through timely and accurate uploads of all new collections
- Maintain and organise digital asset libraries, including imagery, video and seasonal campaign assets

Social Media & PR

- Maintain social media calendar, scheduling content across key platforms
- Assist in creating, curating, and scheduling engaging content (imagery, video, captions) aligned to brand standards
- Support paid media activity by briefing and supplying assets to external agency partners, ensuring alignment with campaign objectives
- Support PR activity through asset coordination and support with loans for photoshoots

Email Marketing & CRM

- Build and schedule email campaigns and monthly partner communications
- Support segmentation and audience development to improve engagement and relevance
- Support with the development of automation and journey-based communications over time

Global Partner & Customer Marketing Material

- Assist with preparation and distribution of campaign marketing materials including sampling to global partners (showrooms, brand ambassadors and sales representatives)
- Support the creation and distribution of digital sales presentations, tear sheets, and HR imagery, ensuring marketing materials remain accurate and up to date across all markets

Reporting & Insights

- Compile regular reports across email, social media, PR, and website performance
- Highlight competitor activity and industry trends to inform future marketing activity

- Review monthly engagement and performance across owned channels (web, social, email) and make recommendations to improve reach and interactions

Skills & Experience

Essential

- Strong working knowledge of e-commerce platforms (Shopify preferred)
- Proficient in email marketing platforms (Mailchimp preferred)
- Experience managing social scheduling platforms and content (Sprout preferred)
- Proficient in Adobe Creative Suite (InDesign and Photoshop)

Desirable

- Understanding of Google Analytics (GA4) and digital performance metrics
- Understanding of paid media and how creative/ assets feed into performance
- Experience within luxury interiors, furniture or lifestyle brands
- Photography or video editing experience
- Experience supporting on photoshoots
- Understanding of search engine optimisation (SEO) and AI search optimisation (GEO)
- Experience using CRM systems (Salesforce preferred)

Attributes

- Excellent organisation skills and strong attention to detail
- Proactive and self-motivated, with the confidence to suggest new ideas
- Organised, with the ability to manage multiple projects simultaneously
- Analytical mindset with a curiosity for performance and improvement
- Commercially aware, and eager to understand how marketing supports business growth
- Collaborative and confident working across teams and with external partners

Development Opportunities

This role offers the opportunity to develop experience across:

- Digital marketing
- Website management and optimisation
- Email marketing and customer journeys
- Product launches
- Brand storytelling and content creation
- PR and media relations
- Marketing analytics
- SEO and AI-powered search optimisation (GEO)
- Luxury brand marketing

Other Information

Salary: £28,000 - £30,000 (depending on experience) plus bonus and benefits

Hours: Monday to Friday, 9am – 5pm

Place of work: Porta Romana, Northbrook Business Park, Farnham, Surrey GU10 5EU

Hybrid working: Option to work from home one day per week following successful probation

Apply to: HR@portaromana.com