

Brand & Marketing Director

Meri Meri is looking for a Brand & Marketing Director to lead the next stage of our brand.

This role is UK based and will shape and deliver our global brand and marketing strategy, ensuring a consistent and inspiring experience for customers across every touchpoint. Working closely with our Founder & Creative Director, you will bring the Meri Meri story to life and strengthen our position as a leading children's lifestyle and party brand.

Key responsibilities

- Lead and evolve the Meri Meri brand across all channels
- Develop and deliver global brand and marketing campaigns
- Keep the customer at the centre of marketing strategy
- Lead PR, partnerships and influencer activity
- Oversee digital marketing across social, email and paid channels
- Ensure the consumer website delivers a strong customer experience
- Lead the Brand & Marketing team across PR, design, digital and marketing

About you

- Senior experience in brand and marketing leadership within a premium or design-led consumer brand
- Strong brand storytelling and campaign development experience
- A good understanding of all relevant social media channels
- Expertise in digital marketing and PR
- Experience leading creative and marketing teams
- Commercially minded and collaborative

Role details

Hybrid role based at our **Cheltenham HQ** (minimum three days per week in the office). Reporting to the Founder & Creative Director and leading the Graphic Design, PR, Marketing and Digital Marketing teams.

To apply:

Please send your CV with the email subject '**Brand & Marketing Director**' to recruitment@merimeri.com