

Creative Marketing Manager

Reports to: Marketing Director

Based: DCCH, Chelsea

Role Overview

As the Creative Marketing Manager, you will be the visual guardian for 9 distinct fabric and wallpaper brands. This role is unique in its breadth: you will lead the creative output from high-end photoshoots, events and product development to international showroom installations while simultaneously serving as the team leader for the marketing department.

You will be marketing into the premium fabric and wallpaper trade (B2B) market (UK & Europe), ensuring that our visual storytelling meets the exacting standards of professional Interior Designers.

Key Responsibilities

1. Creative Production & Image Management

- **Photography & Art Direction:** Lead the creation of all visual assets, including lifestyle photoshoots, product schemes, and composite CGI imagery.
- **Photoshoot Logistics:** Manage the end-to-end coordination of shoots, including location scouting, prop sourcing, and on-site management.
- **Video Art Direction and Logistics:** Manage the production of video content with freelancer
- **Digital Asset Archive:** Oversee the organization and quality control of the digital archive. You will be responsible for approvals, recommending crops, and ensuring every flat-shot and lifestyle image is brand-perfect.

2. Trade Shows, Showrooms and VIP Events

- Manage the entire process of Trade Shows from visual direction through to delivery throughout UK and Europe supported by Marketing Executive
- Manage the visual merchandising of the London and Paris GP&J Baker Showroom ensuring both showrooms reflect the high standards of presentation and contain all new collections
- Working with the Marketing & Events Executive oversee and deliver high impact VIP Events in the UK and Europe a

3. Pattern Book & Digital Tool Production

- **Physical Pattern Books:** Manage the complex lifecycle of book production. This includes briefing litho images, writing and communicating "Layorders" to bookmakers, and managing all external vendor relationships.
- **Virtual Books:** Select appropriate imagery and brief artworkers to create high-quality digital versions of our collections for the website and iPad presentations.

4. Product Development & Merchandising

- **Product Expansion:** Drive the development of ancillary products, specifically candles and cushions, ensuring they align with the core brand identities.
- **Showroom & Trade Shows:** Design and install visual displays for UK and Paris showrooms. This includes "scheming" new collections and managing the physical tools of the trade (wings, hangers, grommets, and window displays).
- **International Events:** Oversee the concept, scheming, and on-site delivery of major trade shows.

5. Sales Support (USA & International)

- Produce comprehensive sales packs, physical fabric and wallpaper presentation kits, and slide decks for USA sales meetings to ensure international teams are equipped to sell the brand's vision.

6. Copywriting

- Write, commission and manage the production of suitable selling copy for press releases, sales packs, selling tools (pattern books, virtual books)

7. Digital Marketing

- Support the creative needs of the businesses digital marketing including imagery and schemes for emails and social media, copy for social media posts and image selections and curation where necessary.s required.

8. Operations & People Management

- **Team Leadership:** Manage and mentor one shared Marketing Executive (50/50 with Digital) one Events & Marketing Executive a roster of freelance specialists (photographers, artworkers, etc.).
- **Departmental Operations:** Handle the "day-to-day" of the entire department, including holiday requests, sickness tracking, and providing pastoral care to the team.
- **Workflow Management:** Ensure the department remains on schedule and within budget across all marketing projects.
- Support the Marketing Director with any special projects related to licensing or as required ad hoc projects.

The Ideal Candidate

- **Experience:** 6+ years in a senior marketing or creative role within the luxury interior design, textile, or home furnishings sector.
- **A Creative 'eye':** You have a sophisticated understanding of color, pattern, and texture, and you know how to translate that into a compelling scheme, photoshoot, window display or trade event.
- **Technically capable:** Familiarity with the production requirements for photograph, photoshoots, and video as well as finished products (candles, cushions etc) and it would be preferable if the candidate was proficient in Photoshop, In Design, Canva, Google Suite and has had exposure to or an understanding of Digital Marketing platforms - Hootsuite and Mailchimp.
- **Organiser:** You can jump from a creative brainstorm to an operational spreadsheet (managing sick leave or print specs) without losing your momentum.
- **Networker:** Experience managing external vendors (bookmakers, printers, videographers) and high-level freelancers.
- **Personal Skills:** Resilient, organised, efficient, gravitas

We offer a competitive salary and benefits package depending on the skills and experience of the successful candidate.

If you are interested please forward your CV and a covering letter to:
careers@gpjbaker.com

All applicants will receive a response from the business after the formal closing date of the vacancy. In the meantime we would like to thank you for your interest in working with us.