



**Job Title:** Marketing Assistant

**Reports to:** Digital & Retail Marketing Manager

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**From £18,000 to £20,000 per annum - Feather & Black Limited - Permanent**

### **Summary of Role**

Supports the Feather & Black in-house Creative and Marketing team in the implementation of marketing plans, including promotional materials and digital assets. Responsible for supporting all aspects of the day to day marketing and online trading. This includes website merchandising, content management and management of the owned social media channels. Additionally, responsible for communications to stores and creation of weekly reports to support online trading.

### **Key Duties and Responsibilities**

- Creating and implementing the digital content plan with the marketing team
- Manage all social media accounts, posts and messages
- Support Customer Services with customer queries on social media
- Plan, brief all promotional emails to the graphic designer and proof-read all content
- Communicate with stores regarding all upcoming promotions and aide with any queries
- First point of call for stores & head office with any website or app issues
- Work with the Web Development agency to implement changes and or updates to the website and app
- Working in the Content Management System, manage product content, price lists & product photography
- Monitor the performance of marketing campaigns and promotions
- Help with the preparation and completion of photoshoots
- Creating some promotional instore POS to distribute to stores throughout promotions
- Liaise with printers and other creative agencies to support all promotional campaigns or product launches
- Managing the merchandising of the website to correspond to maximise conversion and AOV KPIs
- Create and circulate weekly reports on website statistics and industry competitors

### **Knowledge, Skills and Experience**

- Strong organisational skills
- Proficient PC/MAC skills, including knowledge of commonly used Microsoft products (Word, Excel, Powerpoint and Outlook)
- Good working knowledge of Adobe packages (especially InDesign and Photoshop)
- Excellent communication skills; both verbal and written
- Good working knowledge of Social Media platforms - Blogs, Newsletters, LinkedIn, Facebook and Instagram
- Commercial experience, preferably with knowledge or appreciation of premium or luxury retail.
- Authentic interest in interiors
- An understanding and interest in e-commerce
- Understanding of google analytics (or other analytic solutions), Google Adwords and email platforms.
- Creative and the ability to contribute new and innovative ideas.

**Benefits**

- 23 days holiday
- Contributory Pension Scheme

If you would like to apply for this position, please send your CV to [michelle.tinnion@featherandblack.com](mailto:michelle.tinnion@featherandblack.com)