



JOB TITLE – Brand and Communications Manager

REPORTS TO – Head of Brand

LOCATION – Denham / Loughborough

DEPARTMENT – Marketing & Digital

PURPOSE –

As part of the Brand Team you will be custodian for a portfolio of 2-3 of our fabulous luxury interior brands. You will lead the brand strategy and activation plans, building our reputation and realising our business ambition; working hand-in-hand with marketing, PR, creative and Digital & CX channel owners to deliver the brand pan powerfully, connecting with, and inspiring people – to do more with our brands – more often.

SCOPE OF JOB –.

Business content

- Sanderson Design Group is a luxury interior design house, home to 7 fabulous brands covering fabric, wallpaper and paint. We design, manufacture and markets fabrics, wallcoverings and paint globally
- Sanderson Design Group's house of brands includes Sanderson, Morris & Co., Harlequin, Zoffany, Anthology and Clarke & Clarke, our precious archive, and plus our manufacturing businesses Anstey and Standfast & Barracks). Our purpose is 'to bring the beautiful into people's homes and lives'.

Areas of accountability

- **Brand** - strategy, management & activation. Working hand-in-hand with marketing, PR (and events), creative and Digital & CX channel owners e.g. leveraging social, email, Content Marketing, PPC, Affiliate Marketing, display advertising and other marketing (VOD, TV, OOH – budget permitting) plus work with Website lead to optimise content

RESPONSIBILITIES

Work together with key stakeholders across the marketing & digital, commercial, design, merchandising To achieve the strategic and commercial growth ambition.

- Work with the Head of Brand to develop the brand strategy, brand management and brand activation for your portfolio of 2-3 brand (TBC) at master-brand, and sub-brand levels (aligned to the business strategy). Including setting, communicating and managing brand architecture and brining the purpose to life. With clear brand KPI's locked in, measured and reported
- Lead strategy and creative direction for your portfolio of brands, to bring them to life including overseeing the production of key assets; photography, styling, toolkits, value-add assets covering traditional channels such as pattern books and print, but importantly, new assets to drive engagement in digital and social channels
- Work with design, marketing, PR (and events), creative and Digital & CX teams to deliver on each on your brand strategies and plans. Including developing marketing strategy and planning across key platforms to optimise customer sales, engagement and retention e.g. social, email, PR, Creative, PPC, Affiliate Marketing, display advertising and other marketing (VOD, TV, OOH – budget permitting) plus work with Digital & CX lead to optimise content. Partner with PR and event manager to ensure all events are managed seamlessly with an exceptional customer experience.
- Ensure key KPI's are set for each activity, measured and reported

MEASURES OF SUCCESS

- *Defined, activated and understood Masterbrand strategy and purpose*
- *Defined individual brand (sub-brand) strategies and activation plans – activated*
- *Content transformed to connect with customers in a digital first way – number of Instagram followers increased*



CONNECTING WITH OTHERS

Effectively collaborate across the business to develop strong relationships with internal and external stakeholders e.g.

INTERNAL

- LEADERSHIP TEAM
- CREATIVE
- SALES
- CUSTOMER SERVICES
- DIGITAL
- LICENSING DIVISION
- INTERNATIONAL DIVISIONS
- CONTRACT DIVISION

EXTERNAL

- PRESS AND PUBLISHERS
- TRADE CUSTOMERS
- CONSUMERS
- EXTERNAL AGENCIES

QUALIFICATION

- Marketing or business degree essential, CIM qualified would be an advantage but not essential

EXPERIENCE & SKILLS

- A highly self-motivated brand-led individual with the ability to focus and drive to meet goals, deadlines and manage a demanding workload is key.
- Highly structured and organised
- Experience and knowledge of implementing successful projects/operations
- Excellent attention to detail with ability to think creatively
- Proven leadership skills
- Excellent budgetary management skills
- Customer focussed
- Knowledge of the industry would be beneficial
- Able to manage and grow a high performing team in a high-volume creative environment

BEHAVIOURS

- Energy
- Professional
- Proactive
- Dynamic
- Organised
- Initiative
- Confident
- Delegation
- Flexible

FOR LINE MANAGER ROLES ONLY

TOTAL EMPLOYEES –	DIRECT REPORTS – t
COST RESPONSIBILITY –	REVENUE RESPONSIBILITY – N/A

I agree within reason to undertake other duties over and above those listed in the job description.