

Head of Brands & Communications

We have an exciting opportunity for a Head of Brands & Communications to join us on a fixed term contract and lead brand management and activation at master-brand and sub-brand levels. Working closely with key stakeholders across the business to achieve the strategic and commercial growth plans with accountability for setting, communicating, and managing brands architecture and purpose. We are a collection of seven quintessentially British luxury interior brands united in a single purpose, 'To bring the beautiful into people's homes and lives'. At Sanderson Design group we are, Archive, Clarke & Clarke, Harlequin, Morris & Co., Scion, Sanderson, and Zoffany.

Responsibilities

- Lead brand strategy, brand management and brand activation at master-brand and sub-brand levels (aligned to the business strategy), including accountability for setting, communicating and managing brand architecture and purpose with clear brand KPI's locked in, measured and reported
- Work closely with key stakeholders across the business including commercial, design and merchandising to achieve the strategic and commercial growth plans with accountability for setting and communicating and managing brands architecture and purpose
- Content: lead strategy and briefing to produce key assets for traditional channels such as pattern books and print, but importantly in digital and social channels to drive connection and engagement
- Driven by brand strategies and activation plans, lead marketing strategy and planning, work closely with digital and website leads across key platforms to optimise customer sales, engagement and retention e.g., 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
- Build strong external relationships with publishers and influencers growing our brand reach and editorial impact
- Ensure key KPI's are set for each activity, measured and reported on

Skills & Experience

- 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
- At least 5 years in marketing role or similar at a senior level
- 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
- Degree in Marketing or Business and/or equivalent (CIM qualified would be an advantage but not essential)

About us

Sanderson Design Group PLC is a luxury interior furnishings company that designs, manufactures and markets wallpapers, fabrics and paints. In addition, the Company derives licensing income from the use of its designs on a wide range of products such as bed and bath collections, rugs, blinds and tableware.

Sanderson Design Group's brands include Zoffany, Sanderson, Morris & Co., Harlequin, Scion, Clarke & Clarke and Archive by Sanderson Design. The Company has a strong UK manufacturing base comprising Anstey wallpaper factory in Loughborough and Standfast & Barracks a fabric printing factory, in Lancaster. Both sites manufacture for the Company and for other wallpaper and fabric brands. Sanderson Design Group employs approximately 600 people, and its products are sold worldwide. It has showrooms in London, New York, Chicago, Paris, Amsterdam, and Dubai. Sanderson Design Group trades on the AIM market of the London Stock Exchange under the ticker symbol SDG.