

## Creative Marketing Assistant

We're looking for a Creative Marketing Assistant to join our prestigious fabric manufacturing site, Standfast & Barracks (part of the iconic Sanderson Design Group plc). As a Creative Marketing Assistant, you will be responsible for producing effective marketing tools (email campaigns, flyers, trend cards) by gaining a comprehensive understanding of our brands and customers.

Quality is everything to us and we're passionate about every aspect of fabric production; from conception and design, right through to manufacturing, taking pride in our ethos which combines the traditional with the innovative. Our heritage is quintessentially British, and we are proud to produce some of the finest quality prints for many design-led home furnishing and apparel brands.

### Responsibilities

- Identifying marketing trends and key opportunities for innovation
- Researching and designing promotional material, such as brochures and videos
- Creating customizable templates for multiple purposes, including presentations and business cards
- Writing copy for internal and external marketing and communication material, including press releases, website updates, brochures, and social media posts
- Researching and recommending new ideas for strengthening our business identity
- Learning and working with various types of software for digital marketing
- Working closely with sales and design department
- Creating and interpreting a variety of reports and analytics
- Analysing questionnaires and other forms of feedback
- Updating social media accounts
- Creating relevant, on trend marketing tools including email campaigns, flyers, trend cards
- Working with senior members of the Design Team to pull together digital pattern books for use by the sales team
- Building strong communication links throughout the business to keep informed of company news which can then be translated onto our social media platforms
- Gathering content for our website and keeping the news section up to date

### Skills & Experience

- Bachelor's degree in Marketing, business or related field and/or equivalent
- Effective written and verbal communication skills
- Experience with photo or video editing software (like Photoshop or Adobe Premiere Pro)
- Digital marketing experience
- High attention to detail
- Able to work effectively within a team and independently
- Competent in Microsoft applications including Word, Excel, and Outlook
- Good organisation skills and able to manage their own time
- A good understanding of all social media platforms and how to use them
- A natural creative flare
- A quick learner, able to pick things up and learn new skills with ease
- Knowledge of textile designs is preferred

\*\*To apply, please send your CV to [jobs@sandersondesigngroup.com](mailto:jobs@sandersondesigngroup.com)\*\*

### About Us

Sanderson Design Group is an international luxury interior furnishings company that designs, manufactures and markets wallpapers and fabrics together with a wide range of ancillary interior products.

In 2020, we brought our portfolio of brands home to Sanderson Design Group, evoking the combined longevity and prodigious creative history of our brands. Sanderson Design Group describes the ebullience of our past endeavours. It sketches the outline of our future. A collective of 7 quintessentially British luxury interior brands and 2 manufacturing brands, at Sanderson Design Group we are Sanderson, Archive, Morris & Co., Zoffany, Harlequin, Clarke & Clarke, Scion, Anstey Wallpaper Company and Standfast & Barracks.

Our purpose is "To bring the Beautiful into People's Homes and Lives". This has defined and shaped our brands since our very earliest days. The oldest brand in our arsenal, from where we derive the namesake of our group, began life in 1860, as an importer of fine French wallpapers to London. Arthur Sanderson & Sons Ltd played a pivotal role in defining English interior decoration tastes and its early success led to displaying designs at London's finest showroom, at Berners Street. Around this time in 1924, Arthur Sanderson & Sons Ltd were awarded The Royal Warrant, becoming "purveyors of wallpaper and paint" to the court of George V.

We recognise that each one of our brands contributes a unique chapter to our story. It is why we represent the full spectrum of British interior design, catering from cutting-edge sleek modern styles, to the hearty warmth of traditional forms. Our decision to rebrand as Sanderson Design Group in 2020 is our way of paying homage to our rich history, as well as marking our path towards a new future. As custodians of over 160 years of design experience, we are proud to Bring the Beautiful into People's Homes and Lives. We are Sanderson Design Group.