

Social Media Manager (12-month FTC)

We have an exciting opportunity for a Social Media Manager to join our team. Reporting to and working closely with the Digital Marketing & Ecommerce Manager, you will deliver an effective social media strategy for all brands measured by channel growth, brand awareness and sales/leads conversion. As a key part of a wider digital transformation, this role requires someone with experience in developing the core businesses' understanding of social media and the role it plays alongside other marketing and communication channels. Working alongside the brand, customer service and styling teams to devise effective plans, the role also requires leadership qualities as it manages its own small team.

Responsibilities

- Effective delivery of a social media strategy both organic and paid, from brand and E-commerce objectives right through to day-to-day customer conversation
- Support the overall digital marketing transformation by serving as the expert and experienced lead within social media for the wider business
- Strategic experience of Instagram, Pinterest and other social channels as well as influencer marketing
- Management of social media team; including training and development
- Management and development of all brands' social media channels
- Overseeing all copy and creative for all brands, with the possible requirement to attend shoots
- Executing effective influencer marketing partnerships and relationships across all brands
- Implementing and maintaining an effective reporting structure that runs in sync with other marketing channels
- Having an active passion for the sector; staying up to date with changes and information
- Futureproofing the brand's social media presence with the ability to make agile changes, considering additional platforms, platform updates and new deliverables

Measures of success

- The growth of the channels and customer base
- On site conversion and market share increase

Skills & Experience

- Marketing related degree and/or equivalent
- 5+ years' experience in a similar role (strong social media experience is paramount)
- Strong influencer management experience
- An experienced and effective people manager
- Experience in multi brand environment (desirable)
- Ability to work effectively in a team and collaboratively across the wider business as well as third-party agency liaison

To apply for this role, please send your CV to 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.