



Senior Editorial & PR Manager (part-time, 3 days per week)

We have an exciting opportunity for a Senior Editorial & PR Manager to join us. As Senior Editorial & PR manager, you will be responsible for the day-to-day management of the PR function here at Sanderson Design Group. Your purpose will be to elevate our brands to create consumer demand using your broad PR skill set and book of contacts.

We are a collective of luxury interior brands, each with a special role to play, and two manufacturing brands (Anstey Wallpaper Company and Standfast & Barracks). At Sanderson Design Group we are Sanderson, Morris & Co., Zoffany, Harlequin, Clarke & Clarke, and Scion and our purpose is 'to bring the beautiful into people's homes and lives'.

Responsibilities

- Work collaboratively with key stakeholders across marketing & digital, commercial, design and merchandising, to build our reputation and our strategic and commercial growth ambition
- Create and execute responses to marketing briefs to deliver brand and collection specific PR campaigns. This would include responsibility for developing content, storylines, written materials and messages such as press releases, media advisories, pitches, and presentations that are tied to the business's brand and the PR plan framework
- Bring creative thinking to deliver highly impactful work while tightly managing budgets
- Initiate, activate and follow through on proactive PR opportunities
- Organise and run press previews and seek opportunities for SDG to showcase our products to gain editorial coverage
- Organise and execute PR events – seek out opportunities which will elevate our brands using your network of contacts
- Prepare and analyse editorial analytics to demonstrate the success of the teams activities
- Show the business the value and worth of the PR function by sharing return on investment from PR activities
- Ensure that timelines, budgets, milestones, and deliverables meet their stakeholders' needs, e.g. Brand Managers, Commercial, Group CEO

Measures of success

- Clearly defined, measured and executed PR strategy and plan
- Proactive relationship building with key stakeholders inside and outside traditional media
- Timely response to press office queries
- Brilliantly run events
- Demonstrated increase in PR value
- Projects delivered on time and within budget



Skills & Experience

- Bachelor's degree (Master's preferred) in Business Administration, Marketing, International Relations, Communications, Public Relations, Information Technology, English, Journalism, or any other related field and/or equivalent work experience
- A highly self-motivated brand-led individual with the ability to focus and drive to meet goals, deadlines and manage a demanding workload
- At least 5 years in a PR or editorial position
- Experience working with luxury brands within a creative industry
- Strong industry relationships
- Experience and knowledge of implementing successful PR campaigns
- Excellent attention to detail with the ability to think creatively
- Excellent budgetary management skills
- Customer focused
- Ability to understand and detect design trends
- Hands on experience of the UK market
- Passionate about interiors

To apply, 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 quintessentially British luxury interior brands and 2 manufacturing brands, at Sanderson Design Group we are Sanderson, 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.