



Creative Marketing Supervisor

We have an exciting opportunity for a Creative Marketing Supervisor to join our prestigious fabric manufacturing site, Standfast & Barracks (part of the iconic Sanderson Design Group plc). As Creative Marketing Supervisor, you will produce effective marketing tools in a creative and design-led way. Your role is crucial in driving the online presence of Standfast & Barracks, leading the marketing team with your experience, knowledge, and skills whilst providing experience and support to Anstey Wallpaper Company.

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

- Gain a comprehensive understanding of our target brands and customers to enable you to produce effective marketing tools in a creative and design-led way
- Work closely with sales and design department, to identify customers' needs and marketing trends, actively making recommendations for improvement and identifying key opportunities for innovation
- Build a comprehensive understanding of our customer bases, through customer profiling
- Planning, execute, and optimizing digital marketing campaigns across our various channels, including website, mail campaign, digital pattern books and social media
- Shaping a content calendar and creating relevant and engaging content for internal and external marketing and communication material, ensuring messaging aligns with Standfast & Barracks (S&B) voice and values
- Help in researching, designing, and developing promotional material, such as brochures and videos
- Work with senior members of the Design Team to create digital pattern books for use by the sales team
- Assist in video and photo shoots with our Designers to produce creative assets for our channels, including creative content for our digital pattern books
- Research and recommend new ideas for strengthening our business identity
- Learning and working with various types of software for digital marketing
- Creating and interpreting a variety of reports and analytics, including the performance of our digital marketing campaigns and digital pattern books
- Assess ROI and identify opportunities for improvement
- Implement SEO practices to improve the ranking and visibility of S&B's website on search engines
- Build strong communication links throughout the business, via mail and posters, to keep informed of company news which can then be translated onto our social media platforms
- Regularly update and maintain S&B's website, ensuring content, images, blog posts are accurate and up to date
- Create customizable templates we can use for multiple purposes, including presentations, business cards and email signatures



- Create and track Purchase Orders on behalf of the Creative Marketing team
- Work with the team at Anstey over joint projects and sharing experience

Skills & Experience

- Bachelor's degree in marketing, business, or related field and/or equivalent
- Digital marketing experience: 2 years minimum required
- Knowledge of textile design is preferred
- A natural creative flare
- Competency in Microsoft applications including Word, Excel, and Outlook
- Efficient in Adobe Creative Suite software, in particular Photoshop and InDesign, to create digital pattern books and brochures, and other creative marketing material
- A confident individual with strong creative copywriting skills
- A good understanding of all social media platforms and how to use them
- Effective written and verbal communication skills
- Experience with photo or video editing software (like Photoshop or Adobe Premiere Pro)
- A high level of attention to detail and ownership of your work
- Ability to work effectively independently and collaboratively with other team members and teams, at all levels of the organisation
- Outstanding organisation skills, with the capability to handle various projects simultaneously
- The ability to manage their own time and prioritise workloads

If you wish 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, begun 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.