

Head of Creative Marketing. (maternity cover)

This leadership role will be instrumental in ensuring the consistency of creative content across all brands, collaborating closely with Brand Managers, Head of Digital and the Group Leadership Team to overseeing Group-wide initiatives. The Head of Creative Marketing is a pivotal role in planning, managing, and optimising our company's creative marketing efforts. Responsible for the delivery of excellence in all creative content aligned to brand messaging.

Responsibilities.

Consistency and Brand Standards:

- Collaborate with Brand Managers to ensure a consistent and cohesive creative approach across all brands.
- Shape and uphold brand standards to maintain a strong and unified brand identity. Collaborate with Brand Managers on brand campaigns, from conceptualisation to overseeing the development of creative content.
- Work closely with partners on the creative approach and tone of voice to ensure the group maximise the impact of campaigns and brand awareness.
- Consider market differences when creating content and ensure all content serves the brief.
- Lead the creative team to generate innovative ideas for projects.
- Supervise all work completed by the creative department, ensuring quality and alignment with brand guidelines.
- Review and sign off on creative content to ensure it meets brand standards and objectives.

Media Management:

- Plan and manage all company advertisements and media placements, with a special emphasis on social media channels.
- Monitor and evaluate the effectiveness of brand campaigns across various media platforms, including social media, ensuring alignment with brand strategy. Measuring impact for future content.
- Manage the Social Media team with a 360 lens to develop and implement strategies that not only maintain brand consistency through engaging and impactful content, liaising closely with Head of Digital to drive growth.
- Work with Head of Digital and Brand to implement a defined influencer strategy.
- Analyse social media metrics and trends to make data-driven recommendations for optimising content and maximizing brand reach with Head of Digital.

Creative Team Leadership:

- Ensure a creative response is provided for all briefs working closely with Brand, Digital and PR to ensure all content is of the highest level and fit for purpose.
- Lead and review the work of creative teams responsible for web, print, and digital marketing collateral as well as styling, events, exhibitions and showrooms.
- Provide guidance to ensure creative outputs align with brand objectives and standards.

- Foster the professional growth and development of the creative team through mentorship, training, and continuous learning opportunities.

Content Strategy:

- Spearhead and manage content strategy for both small and large projects
- Ensure the creative team deliver inspirational content to surprise and delight the audience, stopping customers in their tracks and ensuring brand identity is upheld.
- Work with the Brand Managers to consider 360 activations and how content is delivered to different customer segments to resonate.
- Harness brand design, art, and digital technology to ensure every brand touch point is elevated and impactful.

Branding Projects:

- Oversee branding projects, such as packaging initiatives, collateral and sales tools.
- Ensure that branding efforts contribute to a positive and memorable brand image.
- Stay abreast of industry trends, emerging technologies, and creative innovations.
- Integrate new and innovative approaches into the creative process to keep the brand at the forefront of market trends.

Group Activation and Project Management:

- Manage Group-wide initiatives, such as events that span multiple brands (to be agreed at Marketing Director level)
- Collaborate with relevant teams to plan and execute events that align with the brand and marketing strategy driven by Brand and PR & Comms teams.
- Manage high level, business wide projects for the overarching Sanderson Design Group.
- Ensure content and collateral for Trade Customers is industry leading and fit for purpose.
- Work closely with the Commercial and operations team to ensure smooth Global trade launches, including trade toolkits, digital assets and visual merchandising is aligned at launch.

Measures of Success.

- Build and elevate consistent brand content.
- Increase Brand Engagement.
- Increase Brand share of voice.
- Deliver projects and content to deadline and on budget.
- Support overall Revenue goals with global growth approach.
- Build relationships with key interior designers, influencers and industry tastemakers.

Connecting with others.

Effectively collaborate across the business to develop strong relationships with internal and external stakeholders e.g.

Internal: Leadership Team, Brand, PR & Comms, HR, Merchandising, Sales, Customer Services, Digital, Licensing Division, International Divisions, Contract Division.

External: Media Partners, Social Agencies, Creative Consultants, Influencers, Trade Customers, Consumers, External Agencies.

Skills & Experience.

- 5-10 Years experience in a senior creative marketing role.
- 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.
- Highly structured and organised.
- Strong leadership and team management skills. Able to manage and grow a high performing team in a high-volume creative environment.
- 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.
- Familiarity with industry trends and a passion for staying ahead in the creative marketing landscape.
- Bachelor's degree in Marketing, Communications, or a related field.

If you wish to apply, please send your CV to jobs@sandersondesigngroup.com

About Us.

Sanderson Design Group plc is a luxury interior design house, home to 6 fabulous brands covering fabric, wallpaper and paint. Our portfolio include Sanderson, Morris & Co., Harlequin, Zoffany, Clarke & Clarke and Scion. And also, our manufacturing businesses Anstey and Standfast & Barracks.

Our purpose is 'to bring the beautiful into people's homes and lives'. The company is the proud owner of one of Europe's largest Archives homing over 40,000 precious documents and artworks spanning 160 years.

The business has a rapidly growing global licensing program with prestigious partners and collaborators.