

MATILDA GOAD & CO

Job advert

Role: Creative Marketing Coordinator

Contract type: Full time

Salary: £27,000

Start Date: Role available immediately

Location: London NW10

About us

Matilda Goad & Co. are thrilled to be expanding their team with a Creative Marketing Coordinator role. The role requires a hands-on approach covering a variety of responsibilities including social media channel management, reporting, email marketing and supporting the wider team on the delivery of initiatives.

It is a great opportunity for someone to get hands-on experience in the marketing department of a small, growing business. The individual will need an enthusiasm to dig deep into customer behaviour and a desire to stay up to date with the ever changing marketing landscape. A proactive, solution based approach is essential.

The Role

The Creative Marketing Coordinator will be responsible for ensuring all MG&Co. activities reach and engage with our target audience; working closely with the Creative, Product and Operations teams.

The ideal person will...

- Know and love the work and ethos of Matilda Goad & Co.
- Have a knowledge and enthusiasm for the ever-changing social media landscape
- Be adaptable, organised, self-motivated and a natural communicator
- Be eager to help the business grow
- Be a team player

Benefits of working at Matilda Goad

- A creative working environment and supportive team culture
- Workplace pension offered through NEST
- 25 day holiday allowance plus bank holidays.
- Birthday day off
- Long service holiday entitlement
- Flexible working hours including WFH one day per week
- Employee discount
- Free access to well stocked kitchen and team lunch once a week
- Monthly team yoga
- Quarterly team volunteering days

Inclusion statement

We recognise the lack of diversity in Interior Design, and we particularly encourage applications from candidates from black, Asian, ethnic minority and socio-economically disadvantaged backgrounds which are particularly underrepresented in our industry.

We are an equal opportunities employer and all applicants will be considered without attention to ethnicity, religion, sexual orientation, gender identity, family or parental status, national origin, veteran, neurodiversity status or disability status.

Responsibilities

- Daily social media channel management including but not limited to creating content online, publishing posts across various accounts; Instagram, Facebook, Pinterest, LinkedIn.
- Potential to develop ideas for and create TikTok account for brand.
- Shoot and edit iPhone short-form video content.
- Partnerships; identify relevant people, brands, businesses and places we could be engaging with.
- Research and propose the best channels to reach and serve our audiences.
- Work collaboratively with the internal team to ensure marketing communications plan implemented in line with schedule.
- Community engagement; respond to comments, DM's and interact with key influential partners accounts.
- Monitor and report weekly on community engagement across social and website channels, recommend actions and adapt accordingly.
- Support 360 planning around photoshoots and special projects such as Pop ups, collaborations, gifting and local engagement programs
- Research and feedback industry developments to enable the team to stay up to date and identify opportunities.
- Constructively report to the internal team on brand perception using insights from analytics with a solution-based approach.
- Regularly update, write and post website blog content.
- Design and write weekly email marketing campaigns in Klaviyo.
- Email Reporting in Klaviyo: Performance, audience, creative and workflow analysis.
- Customer database management.
- Assist with web development updates supporting the Creative Lead.
- Customer journey and UX analysis using Shopify and Google Analytics tools.

The successful candidate will have:

- A knowledge and enthusiasm for the ever-changing social media landscape
- Proficient in Klaviyo, Google Analytics, Later, Shopify, Canva, Adobe and/or other editing programs
- A passion for written and visual communication
- Strong writing skills
- Reporting and analytics know how
- A good communicator able to provide evidence based feedback
- A drive to get a broad insight into the marketing function of a small business
- 1 years' experience minimum in a similar role

Applications to be made via email to anna@matildagoad.com. Please include CV and cover letter.