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Content Marketing Manager

A highly motivated, well organised, dynamic and creative content marketing professional is required for a trio of ambitious and fast-paced lighting design practices in London.

You will be working with the PR & Comms Manager to develop and deliver effective content strategy aligned to the brand identity of three practices – Nulty, Studio N and Nulty Bespoke – that will position them as a leading voice in their sector.

You will be responsible for creating and delivering high quality, informed and on-brand content for digital and print platforms including websites, blogs, social media, videos and newsletters, amongst other things.

The role will also see you oversee and maintain our websites, ensuring they are informative, visually impactful and aligned with our brand standards. This includes being well-versed in SEO best practices to maximise site visibility and performance, with a keen understanding of meta tags, keyword strategy and site optimisation.

An important part of your role will also include monitoring traffic and metrics across all online platforms to identify best practices.

We are looking for a candidate who is an experienced digital marketing professional with strong communication and excellent copywriting skills (with a creative flair), alongside flawless grammar, punctuation and spelling. You will have great attention to detail, the ability to thrive under pressure and switch between brands.

Our ideal applicant will have experience in architecture, interiors, design and related industries; be self-motivated, proactive, charismatic and take a huge amount of pride in helping young design practices develop.

Ultimately, you should be able to oversee all marketing content initiatives and campaigns to ensure brand consistency and positive client engagement.

Job role will involve, but is not limited to:

- Working with the PR & Comms Manager to develop and coordinate targeted and creative campaigns for our global offices, along with larger brand marketing initiatives
- Strategic and creative management of websites and social media channels
- Managing CMS platforms across various websites
- Managing multiple social media platforms including scheduling and monitoring
- Using analytics to examine websites/social media traffic and user engagement
- Creating digital and print content for websites, blogs, social media, videos, webinars, newsletters, etc.
- Ensuring all content produced is on-brand, consistent in terms of style, quality and tone of voice, and where applicable optimised according to SEO for search and user experience
- Identifying gaps in content and creating new material that is engaging and inspiring, ensuring it incorporates input from key stakeholders across the practices
- Staying up to date with best practices in the marketing industry and informed about the lighting sector, along with reviewing competitor websites/social media to compare their activities with those of ours
- Ensuring all content is produced to a high standard
- Writing, proofreading and editing copy

Requirements:

- A minimum of 5 years marketing experience
- Experience with WordPress, HTML, Photoshop, InDesign and MS Office



MORE THAN MEETS THE EYE



Content Marketing Manager

- Experience in managing Google advertising and paid social campaigns
- Proficiency with Google and social media analytics
- Expertise in website management
- Experience in using SEO to write creative copy and optimise media
- Familiarity with tools such as Canva, Figma or similar for creating visual content
- Impeccable written and spoken English
- Creativity and the ability to develop original content
- Excellent attention to detail
- Ability to work under pressure
- Excellent research skills
- Ability to switch between brand styles

Benefits / Additional Information

- The role is an exclusive PAYE role, and we will not accept applications from any freelancers working with other companies
- Full-time position
- Hours: 9am – 5:30pm, Monday – Thursday with half day Fridays 9am – 1pm
- The role is office based in Waterloo, London on Tuesday, Wednesday and Thursday
- Work from home available on Monday and Friday
- Subsidised gym membership
- Cycle to Work Scheme
- Pension scheme
- Travel card loans
- Mental health and wellbeing support
- 23 days annual leave, with additional days added after 3 years' service
- Birthday Day Off

