

Ecommerce Content and Marketing Co-ordinator

Full-time, Monday to Friday. Part-time will also be considered. Based at the twentytwentyone office and showroom in EC1.

We are looking for a dynamic individual to communicate twentytwentyone's passion for good design and ensure our website, newsletters and social media posts optimise traffic and boost sales.

We expect applicants to have relevant ecommerce and marketing experience, be highly organised and work well within a team framework.

Areas of responsibility include the following:

Website

- Work with team to keep a constant flow of new products introduced to site.
- Ensure blog is regularly updated with dynamic and evergreen content in line with new product launches and SEO best practice.
- Update homepage in line with product launches, promotions and newsletters.
- Coordinate set-up of online sale, offers and promotions.
- Create categories and assisting with site merchandising for recurring seasonal events.
- Input most relevant SEO attribute tags associated with all products, news, designers and manufacturers to facilitate best possible search results.
- Load new projects and exhibitions as required to update the website.
- Regularly update images used across category banners and thumbnails to ensure website remains current and reflects new designs and those currently on display.

Newsletter

- Compile monthly email newsletter campaign.
- Liaise with Contracts to produce quarterly newsletter for contracts mailing list.
- Measure and evaluate success of campaigns and numbers of new subscribers.
- Agree and implementing initiatives and set targets to grow mailing list.

Social Media

- Maintain weekly posting schedule for existing social media accounts – currently Facebook, Twitter, Instagram, G+ and Pinterest.
- Work with Directors, Web team, Retail and Contracts departments to schedule a calendar for social throughout the year, prioritising key events, design launches etc.
- Report on campaign and post successes and number of new followers.
- Agree and implement initiatives and set targets to grow following and engagement across social media accounts.

Management/Team responsibilities

- Support E-commerce Operations Manager as required with ongoing web projects and development.
- Work with team to ensure that the highest possible standards of accuracy are maintained across copy, image selection, specification, pricing and key selling points of all content.

We offer training and opportunities for development within the company. Team bonus, staff discount and other benefits are included in the salary package. Remuneration according to experience. CV and covering letter stating current salary/salary expectation to: jobs@twentytwentyone.com

Please note that we are only able to respond to candidates shortlisted for interview.

www.twentytwentyone.com