

# thought

## Marketing Manager

**Thought** is an award-winning fashion business that is rapidly growing in strength and reputation through its innovative clothing designs from natural and sustainable materials. Established almost 20 years ago **Thought** has a thriving Wholesale business with more than 1,000 stockists across the UK and internationally alongside a rapidly growing ecommerce business dispatching globally.

The strength of the **Thought** brand has been created with the energy, commitment, talent and enthusiasm that our engaged and successful team deliver to the highest standards.

We are looking for a driven marketer who, similar to our brand, is a rising star in their field. You will be a strong performer looking to take the next step in your career and be part of a brand going into an exciting next stage of their growth. Our business is already set apart from the rest with a 15 year incubation period as a sustainable fashion business. We are now looking for a marketing manager with a focus on excellent project management, has a strong creative eye and the ability to move at an agile and fast pace.

The successful candidate will be emotionally in tune with the brand, have a self-starting attitude, and will be able multitask and coordinate across different functions of the marketing department.

Working closely with other members of the Leadership team, including the owners of the business, key responsibilities will include:

- Devise, develop and produce the Thought brand marketing and content strategy with an emphasis on acquisition and retention
- Coordinating with all external partnerships, with focus on building strong relationships and growing customer acquisition.
- Project managing marketing campaigns and photographic shoots that drive Thought's values and objectives.
- Effectively executing end to end marketing campaigns by defining and creating the narrative, delivering the requirements of the team across content, CRM, partnerships and events.
- Managing and creating all photoshoots (alongside the Head of Marketing and Senior Creative) ensuring that the process is well organised.
- Closely monitor, track and report analytics to ensure they align with our growth KPIs.
- Managing the production and output of B2C and B2B communications and actively engaging customers/stakeholders whilst maintaining a cohesive brand voice.
- Implementing brand content strategy across both email and social, supporting wider marketing initiatives and proactively coming up with new and engaging content ideas.

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## **Skills and Experience:**

- Degree in Marketing/PR/Business with experience in a Marketing/Brand management role within the fashion/retail industry.
- Track record of content marketing excellence through campaigns that you designed, implemented and evaluated
- Experience in creative brand management expertise that you have previously worked on building brands that people love.
- Excellent writing and editing skills and strong proofreading and grammar skills with a proven ability to create unique and compelling positioning and messaging.
- Knowledge of digital marketing tactics including SEO, web analytics and email marketing with an understanding of paid social media and use of tools for data capture.
- Goal oriented with high levels of energy, stamina and drive. A passionate enthusiast with the personal drive and ambition to meet the clear opportunities for the business.
- IT Savvy with sound knowledge of Microsoft Office packages and experience using Word Press and social content platforms.
- Excellent planning skills and being able to react well to any last minute or unexpected changes.
- High degree of intellectual ability, detail orientation and analytical thinking, yet comfortable with the operational aspects of implementation and delivery
- Ability to source and interpret market data for maximum brand benefit.
- Excellent interpersonal skills, conviction and diplomacy with the ability to communicate with senior management and stakeholders as a confident spokesperson for the company.

This is a great opportunity for an ambitious, experienced and enthusiastic Marketing professional looking to make a step-up. They will create and bring to life their marketing vision. An attractive remuneration package, based on experience and skill set, is on offer in addition to an appealing benefits package and the opportunity to work flexibly. Apply now!