

ISSY GRANGER

LONDON

Marketing Executive

Contract Type: Part-Time 2 days per week
Contract Length: Permanent
Salary: £27,000 pro rata for 2 days per week
Location: Wiltshire, SP3
Application Deadline: 21st March
Start Date: 22nd April 2025

About Us

Issy Granger Ltd is an exciting online homeware brand that has great design and creation at its core. The company was founded in 2019 and since then has been growing with exciting new additions to the collection each year. We have ambitious plans for the future of the business and are now looking to recruit an enthusiastic and motivated Marketing Executive to help us on this journey.

The Role

As the Marketing Executive at Issy Granger, you will be a driving force behind our strategic marketing efforts, entrusted with overseeing and executing high-impact campaigns that elevate our brand positioning and expand our market share within the luxury homeware and gifting market. This role demands a seasoned marketing professional with experience working with a premium brand, and either a working knowledge or an interest in beautiful interiors.

You need to be capable of shaping and executing visionary marketing strategies that align with our brand identity and drive long-term business growth. You will need an enthusiasm to dig deep into customer behaviour and will be responsible for customer acquisition and retention. The role requires you to have a desire to stay up to date with the ever changing marketing landscape with a focus on content generation and social media.

Key responsibilities

- **Email** - Create content and write our newsletters and mailers. Manage our email flows and customer journey. Report and analyse activity.
- **Social Media** - Create content and manage our social media channels by scheduling and publishing posts as well as community management. Report and analyse activity.
- **Website** - Regularly update and optimise the website to keep in line with best practice SEO and customer journey.

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- **Photoshoots and Marketing Activities** - Support 360 planning around photoshoots and special projects such as pop ups.
- **PR** - Produce press releases for product launches and events. Work with the team to organise collaborations, gifting and influencer marketing.
- **Reporting and Planning**- Constructively report to the team on brand perception using insights from analytics with a solution-based approach. Contribute to discussions around brand vision by offering insights and feedback from our online community.

Candidate Requirements

- 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
- Reporting and analytics know-how
- A good communicator able to provide evidence-based feedback
- Ability to juggle multiple tasks and prioritise
- 2 + years experience minimum in a similar role

Please email your CV and Covering Letter to Lucy at studio@issygranger.com by 21st March with the job role in the subject line.