

Role: Digital Marketing Manager
Company: Cox Workshops Ltd
Location: London N17/Pimlico Road SW1W
Hours: 40 hrs per week
Contact: recruitment@coxlondon.com



Cox London are designers and makers of unique sculptural lighting, furniture, and artworks of the highest calibre. We are commissioned by celebrated interior decorators, collectors and discerning private individuals worldwide. By nurturing, inspiring and enriching our relationships with our artisan craftspeople, our clients, the communities we support and our partners, our goal is to help shape remarkable interior beauty.

The primary goal of this role is to coordinate and execute our marketing initiatives, contributing to our growth and enhancing brand awareness both locally and internationally. You will be responsible for supporting the sales and marketing department with administration, campaign planning, digital advertising, content creation, website management, and data reporting, while maintaining the distinct tone and aesthetic that defines Cox London.

This is a dynamic role within a fast-growing business, offering the opportunity to have a direct impact on our success, marketing and client engagement.

The Marketing Manager role is based at our Head Office in Tottenham Hale, with occasional visits to our Pimlico Road Showroom. This is an opportunity to join a prestigious brand and play a pivotal role in shaping Cox London's marketing foundations, working within the Sales and Marketing department, and contributing to our continued growth and success in the luxury interiors market.

If you are a passionate marketer with a creative and commercial mindset and an interest in luxury interiors, art and craft, we invite you to apply and become part of our team.

Key Responsibilities Include

- **Campaign Planning and Execution:**
Deliver marketing campaigns and activities across social media platforms (Instagram, Facebook, LinkedIn, Pinterest, TikTok), newsletters, blog and with press and brand partners.
- **Website Maintenance**
Upload new products, optimise the website for user experience and conversion rates, and ensure up-to-date content. Support SEO efforts through content optimisation, keyword research, and competitor analysis.
- **Marketing Data & Reporting:**
Own the marketing dashboard on our internal system and input data for reporting to ensure a seamless data flow across the business.
- **Support for Sales Projects:**
Optimise sales projects and events by managing budgets, creating campaigns, managing timelines, coordinating resources, and tracking success metrics.
- **Content Scheduling & Social Media Management:**
Oversee the daily management of social media accounts, including content creation, scheduling, engagement, and monitoring of performance.

- **Email Marketing & Subscriber Growth:**
Design and implement email marketing campaigns, track open rates and click-through rates, and segment audiences to drive engagement and subscriber growth.
- **Press & Partnerships:**
Collaborate with internal teams and external agencies to support our Press & Partnership Strategy, sharing information and assets while ensuring consistent messaging and brand positioning across all channels and touchpoints.
- **Asset & Marketing Materials Management:**
Maintain an organised library of marketing assets, providing files to external contacts when required.
- **Photography & Content Creation:**
Work alongside the photography team, creating briefs, managing photo assets and ensuring visual content aligns with marketing objectives.
- **Content Design:**
Develop creative assets, including graphics, videos, and copywriting for social media posts, newsletters, invitations, and advertisements. Ensure all materials align with Cox London's brand guidelines.

Skills and Experience (essential)

- **Marketing Expertise:**
Experience of marketing campaign planning and platforms.
- **Copywriting & Communication Skills:**
Ability to create compelling, luxury-focused copy for various marketing channels, including social media, newsletters, blogs, and event promotions.
- **Organised & Detail-Oriented:**
Strong organisational skills, capable of managing multiple tasks, timelines, and assets efficiently.
- **Luxury & Interiors Industry Knowledge:**
A strong interest or background in the luxury interiors or art, craft and design industry, with an understanding of brand storytelling and aesthetic sensibilities.

Knowledge and Experience (desirable)

- **Proficient in Marketing Tools & Platforms:**
Experience with social media scheduling tools (e.g., Sprout), Mailchimp, Microsoft Office Suite, and CRM/ERP systems.
- **Advertising & Reporting:**
Awareness or experience of Google Ads, Meta advertising strategy, and paid social campaigns. An interest in data analysis and performance reporting to optimise marketing efforts.
- **Creative Design & Content Creation:**
Proficient in Adobe Creative Suite (Photoshop, Illustrator, etc.) for creating high-quality graphics, newsletters, social media content, and marketing materials aligned with brand guidelines.
- **Educational Background:**
BA/MA in Digital Marketing, Graphic Design, Interior Design, Arts Management, Marketing & Communications, or a related field.

Personal Attributes (desirable)

- Creative & Analytical:
A balanced approach to creativity and data-driven decision-making, with the ability to adapt strategies based on performance metrics.
- Independent & Collaborative:
A self-starter with the ability to work independently while also thriving in a team environment, contributing to the success of a growing company.
- Luxury Brand Sensibility:
A refined understanding of luxury brand positioning and a sophisticated tone of voice that aligns with the high-end nature of Cox London.

Benefits

- 31 days holiday (incl. Bank holidays)
- Birthday Day off
- Bonus holiday
- Company Sick Pay
- Pension
- Cycle to Work Scheme
- Employee Assistance Programme
- Employee Referral Scheme
- Employee Appreciation Programme
- Regular Socials
- Training and Development opportunities and many more