

JOB DESCRIPTION

Job Title: Junior Marketing Assistant

Location: Queen's Park, London

Start Date: ASAP

Company: NiX by Nicola Harding (NiX Living Ltd) and Nicola Harding & Co.

About NiX by Nicola Harding

NiX by Nicola Harding is a premium luxury furniture and home décor start-up based in Queen's Park, London. Founded by renowned interior designer Nicola Harding and her husband Andy, the brand is dedicated to creating beautifully designed, high-quality pieces that elevate homes with style and elegance. As a growing business, we are passionate about design, craftsmanship, and exceptional customer experiences.

Nicola Harding & Co. is one of the UK's most respected and accomplished interior design studios. Based in London, the interior design studio creates places rich in atmosphere that are refined yet reassuringly familiar, reflecting and serving the people that use them. Founded in 2007 by British designer Nicola Harding, the portfolio encompasses residential and commercial projects of all shapes and sizes in the UK and abroad.

Role Overview

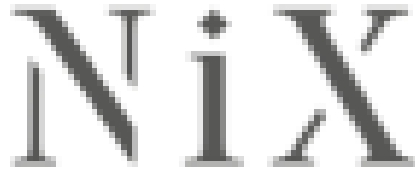
We are seeking a highly motivated and detail-oriented **Junior Marketing Assistant** to join our team. Reporting to the **Senior Marketing and Communications Manager**, this role will play a crucial part in increasing brand awareness, acquiring new NiX customers (both trade and consumer), and supporting the implementation of a CRM program to retain existing customers.

The role spans four key areas: **social media management, content creation, Pinterest management, and data analysis.**

Key Responsibilities

1. Social Media Management

- Manage and schedule engaging content across NH & Co. and NiX Living's social media platforms, ensuring alignment with brand content pillars.
- Engage with our online community by posting comments, responding to messages, and supporting with queries in a timely and brand-appropriate manner.
- Proactively build relationships with and beyond our existing community by championing them, supporting them and helpfully engaging with them.



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- Spend time spotting our images and products, ensuring they are properly credited and re-shared where appropriate.
- Monitor social media trends and competitor activity to identify opportunities for growth and engagement.

2. Content creation and asset management

- a. Produce new content to a high standard aligned to a creative brief: film, edit and photograph daily life in the studio, press events and NiX pieces for campaigns and BAU social media activities.
- b. Develop social posts and other marketing communications by developing copy, selecting images and editing or using existing video content to enhance brand storytelling.
- c. Manage our extensive asset library and ensure all our assets are properly catalogued, organised and shared with relevant parties to aid PR and other marketing efforts.

3. Pinterest Channel Management

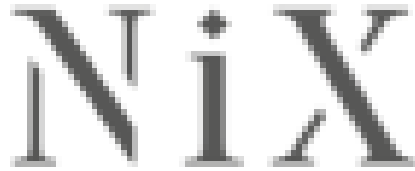
- Own and manage our Pinterest account to drive traffic and brand visibility on Pinterest.
- Regularly create and curate visually appealing boards and pins that showcase our product collections and interior designs, organising them into helpful and easy to find boards.
- Optimize pin descriptions, titles, links and keywords for searchability and engagement.
- Track and analyse performance metrics to refine Pinterest strategy.

4. Data & Analytics Support

- Assist in gathering and organizing marketing data to improve insights into customer behaviour and campaign effectiveness.
- Support CRM program implementation by helping to manage customer data and segment audiences effectively.
- Provide reports and analysis to track marketing performance and identify opportunities for improvement.

About You

- A passion for interior design, luxury home décor, and premium lifestyle brands.
- Strong knowledge of social media platforms, particularly Instagram and Pinterest.



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- Excellent video editing and photography skills.
- Excellent written and visual communication skills.
- Analytical mindset with the ability to interpret data and trends.
- Highly organized with strong attention to detail.
- Proactive and eager to learn in a fast-paced start-up environment.
- Basic knowledge of marketing tools such as Canva, Adobe Creative Suite, or social media scheduling platforms is a plus.
- You will be required to check in on social platforms on the weekends (time can be taken in lieu during the week for this).

What We Offer

- The opportunity to be part of an exciting, high-growth luxury brand.
- Hands-on experience in marketing, social media, and data analytics.
- A collaborative and creative work environment.
- Career growth opportunities as the company expands.
- £25k - £28k salary depending on experience.

How to Apply

If you are passionate about luxury interiors and marketing and are looking to grow your career in a dynamic start-up, we would love to hear from you! Please send your CV and a brief cover letter outlining why you're the perfect fit for this role to camillau@nicolaharding.com by 16th March 2025.