

Sister by Studio Ashby - Social Media and E-Commerce Marketing Executive

Position: Social Media and E-Commerce Marketing Executive

Location: London, Hybrid

Type: Full-Time

Reports to: Brand Manager & Retail Director

About Sister by Studio Ashby:

Sister by Studio Ashby is an extension of the renowned interior design firm Studio Ashby, offering a curated collection of unique homewares, furniture, and art. With a commitment to craftsmanship, design excellence, and timeless style, we aim to inspire our customers through our beautifully crafted products. As we continue to grow our online presence and e-commerce capabilities, we are looking for a passionate and creative Social Media and E-Commerce Marketing Executive to join our team.

Job Overview:

The Social Media and E-Commerce Marketing Executive will play a crucial role in elevating Sister by Studio Ashby's brand presence across digital platforms and driving online sales. This role requires a strategic thinker with a deep understanding of social media dynamics, e-commerce trends, and luxury branding. The ideal candidate will be responsible for crafting compelling digital campaigns that resonate with our audience, enhancing the online shopping experience, and building a loyal customer base.

Key Responsibilities:

- **Social Media Strategy & Management**
 - Develop and implement a cohesive social media strategy that aligns with the brand's aesthetic and voice to drive engagement and brand loyalty.
 - Curate, create, and schedule high-quality content (images, videos, and copy) across all social media platforms including Instagram, Pinterest, Facebook, TikTok and LinkedIn.
 - Maintain a consistent posting schedule, and ensure all content is aligned with press, marketing campaigns and product launches.
 - Engage with our community by responding to comments, direct messages, and mentions, fostering a sense of connection and community.
 - Analyse social media performance metrics, providing insights and recommendations for improving reach, engagement, and conversion rates.

- **E-Commerce Marketing & Management**
 - Develop and execute digital marketing strategies to drive traffic to Sister by Studio Ashby's e-commerce site, increasing conversion rates and online sales.
 - Oversee the day-to-day management of the e-commerce site, ensuring a seamless and premium customer experience that reflects the brand's values.
 - Collaborate with the design team to produce compelling product descriptions, and digital content that enhances the online shopping experience.
 - Manage and optimise paid digital marketing campaigns, including Google Ads, social media advertising, and email marketing
 - Monitor website analytics and sales data, using insights to refine and improve e-commerce strategies and tactics.
 - Overseeing all content, copy, and marketing materials across various third-party platforms.

- **Brand Development & Collaboration:**
 - Work closely with the team to ensure all marketing efforts are consistent with the overall brand strategy and aesthetic.
 - Supporting the Brand Manager on lifestyle, e-commerce shoots and events and the upkeep of all marketing collateral.
 - Identify and collaborate with influencers, brand ambassadors, and partners who align with Sister by Studio Ashby's brand ethos to expand our reach and visibility.
 - Stay updated on industry trends, competitor activities, and emerging platforms to keep Sister by Studio Ashby at the forefront of digital innovation.

Qualifications:

- A degree in Marketing, Communications, or a related field in preferable but not essential
- 2 years of experience in social media management and e-commerce marketing, preferably within the luxury homeware sector.
- Excellent creative design skill (Adobe fluent) with a creative eye, and an ability to design digital assets.
- Proven track record of growing social media followings and increasing engagement.
- Experience with e-commerce platforms such as Shopify
- Strong understanding of digital marketing channels including SEO and email marketing.
- Excellent visual and written communication skills, with a keen eye for design and aesthetics.
- Ability to work independently and manage multiple projects simultaneously.

How to Apply

Please apply with your CV and Cover Letter in PDF format, citing the job title in the subject line - Social Media and E-Commerce Marketing Executive - and email to careers@studioashby.com