

Marketing & Design Professional – Mulberry Bush

Children's Toys Mail Order Retailer - Horsham

We are a leading mail-order retailer of children's toys, based in Horsham, West Sussex. Established in 1996, we specialise in traditional & innovative toys, gifts and games for children.

As our business continues to grow and evolve, a position for a Marketing & Design Professional has arisen.

We are looking for a marketing professional with a flair for creative design to join our small team. The ideal candidate will be self-motivated, ambitious and confident, and have experience using their design creativity within a marketing environment to help achieve company objectives.

The successful candidate will be responsible for a broad array of marketing & design activities and will see first-hand the effect their actions have on the success of the business. As an integral member of the Mulberry Bush team, they will work closely with others and will develop a wide understanding of the company and the toy industry.

Key Responsibilities include:

- **Catalogue:** Assist in the design and production of our catalogue's layout and artwork.
- **Email Newsletters:** Design, create and send regular email newsletters to our customers, report on campaign results.
- **Website:** Ensure all web pages are accurately maintained and merchandised, including regularly updating the site to keep its content fresh and in line with other marketing initiatives. Working with our web builder/designer, assist with website design changes & implementations.
- **SEO:** Work closely with our SEO agency to help ensure we adhere to SEO principles and help us improve our Google rankings
- **Social Media:** Be responsible for developing and implementing our Social Media strategy. Ensure Social Media posts are placed throughout the year and our approach is integrated with other marketing activities.
- **Product Images:** Edit product images in readiness for use on the website, in the catalogue and elsewhere. Maintain our library of product images.
- **Product Design:** Design and develop new personalised products to add to our broad range of personalised gifts for children.
- **Blog:** Write blog articles both for our website and for other third-party websites (link-building or guest blogging).
- **Develop the Mulberry Bush Brand,** increasing our brand awareness. Evaluate consumer trends, market conditions, competitor information and implement marketing strategy accordingly. Interpret sales and customer performance measures and take action. Carry out other marketing activities as necessary.
- **Marketing Reports:** Produce regular Marketing performance reports of all our Marketing KPIs

Skills & Experience

- Graphic Design training and/or experience beneficial
- Previous marketing experience from the retail or other B2C industry beneficial
- Structured, analytical and proactive. Inquisitive and solution oriented. Self-motivated with good organisational skills
- Able to work calmly & accurately under pressure and within tight time constraints.
- Adobe suite: Photoshop, InDesign & Illustrator
- Copy writing and proof-reading experience
- Competent in Excel and other Microsoft Office software
- Use of eCommerce website Content Management Systems (CMS), Google Analytics & Mailchimp (or similar) beneficial but not essential

Candidate Requirements:

- Motivated and enthusiastic with a drive to succeed
- Flexible
- Team player, willing to support others

Hours: Monday to Friday 9am-5pm, full-time office-based. Flexibility important as there will be later finishes and occasional Saturdays in the autumn (due to the seasonality of the business), and possible later finishes in the run up to deadlines.

Salary: £30k to £34k dependant on experience

Other benefits include a generous holiday allowance & staff discount, a pension scheme and free on-site parking

Please apply with your CV & cover letter to jobs@mulberrybush.co.uk

Ideal experience:

Design/Marketing: 2 years