

Job Title: Brand Manager  
Department: Design Division  
Report to: Sales Manager

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### **General overview**

This role will be based within Media 10's Design Division which comprises two events (Clerkenwell Design Week and Design London) as well as two publications (ICON and OnOffice). The candidate will be responsible for managing a new community based digital platform which connects leading brands with key decision makers all year-round.

The Brand Manager will be tasked with acquiring and retaining users and brands to the platform, whilst developing strategy and exploring opportunities to help increase engagement and audience. The candidate will also be responsible for coordinating content for the platform, as well as planning a content calendar and managing relationships with content partners.

This is a fantastic opportunity for someone with experience across sales and marketing.

### **BSPOKE 365**

BSPOKE 365 is a year-round digital platform for architects and designers to connect with sought-after furniture, lighting, surfaces and contract interiors brands.

Following on from the success of the BSPOKE series of meet the buyer/networking events, which welcomed more than 10,000 pre-qualified buyers to online one-day events, BSPOKE 365 was launched in Autumn 2021.

Users can source cutting-edge products for upcoming projects, attend specially curated talks with thought-leaders, industry influencers and associations, further development with accredited CPD's and preview the most important fairs in the design calendar.

A year-round programme of talks, CPD's and fair previews will help design businesses by generating traffic and interactions which in turn will drive data capture. The annual brand subscription includes editorial inclusions in the BSPOKE 365 newsletter, product inclusions on the homepage and much more.

Brands are able to connect with architects and designers directly within the platform and will receive monthly leads of all those that interact with their profile/products within the platform.

### **The Candidate**

We are on the lookout for a highly motivated, results driven brand manager with experience in B2B sales and marketing. The ideal candidate will be analytical, and data orientated with a history of delivering results, but with creative flair and exceptional attention to detail. The candidate should have excellent organisation skills, experience of implementing tools to increase audiences and engagement as well as being able to hit the ground running, to assist a busy and dynamic team.

You are a sharp, self-starter - motivated by individual targets and career progression. You are resilient, you like challenges and you have no fear to engage prospect clients over the phone through cold calling. Proficiency in any European language such as Italian, French, German, Danish, Swedish, Dutch is desired although not essential.

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## **The Role**

### **Sales:**

- Ensure sales targets are achieved every month
- Arrange at least 15 demos per month
- Develop and grow the existing client base and spend
- Actively seek new business
- Ensure all new business is followed up and turned into repeat business
- Ensure that the quality of brands is at the highest level
- Manage clients before and after they subscribe to the platform
- Communicate with the Sales Manager to ensure sales targets are being achieved
- Ensure accurate and responsible admin for all profile bookings
- Ensure that the in-house database is up to date with contacts and comments

### **Marketing:**

- Plan and execute a marketing campaign to meet strategic objectives
- Identify target media, associations, industry partners and social media influencers and determine how they fit within the integrated campaign
- Develop a marketing budget and maintain budget trackers
- Create and deliver lead generation campaigns to drive revenue and acquire brands
- Identify, acquire and engage target audience
- Send timely, relevant communications through full mix of channels and optimise the effectiveness of these channels
- Monitor and adjust digital marketing activity based on performance metrics
- Establish relationships with and manage strategically important partners to ensure maximum exposure at lowest cost
- Coordinate and plan relevant content for the platform, working closely with external curators
- Work with internal teams and external partners to generate content ideas for the platform
- Monitor campaign performance, produce relevant and timely reports and recommend changes to campaign execution based on data insights
- Analyse performance to drive revenue or pursue new opportunities
- Analyse and report trends over time and use these insights to build more effective campaigns
- Provide pre-agreed reports to monitor channel effectiveness and ROI

### **Skillset**

- Confident and communicative
- A team player with a sense of humour
- Experience of digital marketing preferable (PPC, SEO, online advertising)
- Database development and growth including segmentation / advanced targeting
- Building relationships with partners and stakeholders
- Analytical and questioning mindset
- Strong copywriting skills
- Content planning and organised
- Calm under pressure and able to prioritise effectively
- Experience of working in a pressurised environment

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- Excellent verbal and written communication skill
- Technology savvy. Able to quickly adopt and work with new technology solutions

**Desirable**

- Experience of working with CMS platforms (coding knowledge not required)
- Experience using Adobe Creative Suite
- Experience of managing social media through scheduling platforms such as Hootsuite etc. and experience of social media listening and sentiment analysis
- Experience of marketing analytics and reporting platforms (Google Analytics/Adobe or others)
- Events marketing experience (both online and in-person)
- European language