



EST 1887

S M Y T H S O N
OF BOND STREET

Job Description

Job Title: Head of Brand Communications

Reporting To Chief Commercial Officer
Reporting In x5 direct reports, total team of 8
Department Marketing
Location London

JOB PURPOSE

- ✓ To work collaboratively with all relevant cross-functions and marketing channel owners to develop and implement consolidated, through-the-line marketing campaigns that support our annual communications plan & promotion of our products and services.
- ✓ Raise brand awareness, driving traffic to our websites and stores and ultimately delivering the commercial objectives of the business.
- ✓ Manage the budget for these campaigns, ensuring maximum customer experience, through all relevant channels, including the appropriate adoption of new marketing channels & relevant brand collaborations.
- ✓ Digital Marketing will not report into this role, but responsibility for a joined-up approach across the full marketing mix does.

KEY ACCOUNTABILITIES

BRAND COMMUNICATIONS

- Work with the CCO to deliver the agreed marketing strategy.
- Develop market / trend analysis and monitor competitor activity across channels to refine brand positioning and to support product development & business decisions.
- Utilise customer insight to inform campaign planning and development, deploying more targeted and relevant communications to our various customer segments to derive maximum value.
- Develop and execute a fully integrated, through-the-line annual marketing campaign calendar that maximizes sales in line with commercial and brand objectives across all channels; Online, Retail, Wholesale and Corporate.
- Following the direction of the CCO & in collaboration with the Digital Marketing Manager, develop the overall media strategy and collate a calendar with detailed timings, creative specifications, and costs.
- Brief and manage our creative partner agency in the delivery of key creative assets, aligning consistently behind our agreed communication platform to reinforce our brand messages & be recognisably Smythson, while also striving to elevate the brand and distinguish us from the competition.
- Challenge our in-house creative team (content, copy writing, graphic design, and creative production) to ensure that any touch point a customer has with our brand is exceptionally executed, with consistent, relevant, and appropriate tone of voice.
- Collaborate with all marketing channel owners to develop cohesive campaigns across the mix, ensuring off and online channels compliment & augment one another.
- Manage inspiring & clear communication of plans with all key internal stakeholders to ensure efficient and effective delivery of all communications campaigns, exciting our colleagues with news of the performance-driving activities we are delivering.
- Ensure all website content is up to date and aligned, as appropriate with the campaign calendar and communications strategy.
- Build & control the critical path and budget to ensure the communications strategy is delivered on time and within budget.
- Fully analyse all campaigns, applying learnings to future activity.

- Be a 'Brand Ambassador', representing the brand both internally and externally, understanding business needs whilst having ability to incorporate brand values to ensure a luxury brand journey.
- Continually innovate and challenge all communication channels, both on and off-line, to deliver best customer experience and practice and ensure Smythson maintains its luxury presence, particularly online.
- Work with the CCO and Retail Director to develop a clientelling / CRM strategy.
- Support the communications of any omnichannel initiatives that may be developed to create synergies between the online and in-store shopping experience at Smythson.

SALES CHANNEL MARKETING

- Ensure the brand has all the necessary assets and collateral (to include, but not exhaustive; film, image, copy, print) appropriate for all markets for online, retail, wholesale & corporate channels.
- Maintain strong communication with retail, online and wholesale / corporate teams along with ensuring Merchandising is fully integrated into all activity.
- Devise a programme of activities to support key trading periods across the retail calendar for our Concessions (effective utilisation of contractual marketing budgets) and Wholesale.
- Ensure appropriate marketing support of our Bespoke stationery business, building plans into the wider marketing calendar.
- Manage and oversee delivery of any in-store events, working with the Retail and VM teams.
- Maintain strong communication with marketing associations, concession marketing teams and outlet marketing teams to leverage audience-building opportunities to include events, DM, eDM, data capture, promotions, digital and social media to leverage sales.
- Evaluate and provide recommendations on all marketing activity reporting on stated objectives.

PEOPLE & COLLABORATION

- At the core of this role, is the need to be the 'glue' across functions, as marketing plans are devised and implemented to support our sales channels. The ability to see the big picture, spotting opportunities to elevate a trading opportunity to a campaign that demands that customers re-appraise and engage, and then share that vision to align colleagues behind those plans, is critical to the successful delivery of this role.
- Collaboration and communication are crucial, across all internal departments and with our external agencies.
- Confidence in selling in plans to stakeholders, including senior executives, is requisite.

BUDGET MANAGEMENT

- Manage the marketing budget, ensuring strict cost control.
- Negotiate agency contracts to ensure best result for Smythson.
- Treat every £ as your own. Appraise all spend and be in position to justify, through business cases, the clear return that spend will deliver.

Any other duties as may reasonably be expected.

KPI'S AND EXPERIENCE REQUIRED

- Performance analysis – monitor campaign execution and build post campaign reports to analyse performance, with results across all metrics and tactics to show conversion, traffic, historical comparison results and evaluation.
- Retail marketing – monitor and evaluate promotions, with direct measurable results e.g., footfall increase, database acquisition.
- Media Planning – deliver offline media plan, that compliments and augments the digital marketing media plan, and campaign execution on budget to meet business objectives and YoY sales uplift expectations,
- Social media – monitoring social platforms, building of social brand currency within the luxury community and increase engaged and relevant followers to drive traffic to site and stores.

- Budget management – ensure marketing activities are tracked with all costs within budget with savings redistributed to maximize results.
 - Team management – manage, motivate, inspire, and increase productivity and results within the marketing team.
 - Internal Stakeholder buy-in – inspire and empathise to build relationships within the key departments of the company to ensure that all marketing activations are well communicated, understood and respected for driving brand awareness uplift and conversion.
 - Organisation and meticulous attention to detail is absolutely vital in this role.
 - Ability to liaise with internal and external departments at both junior and senior levels in a professional and confident manner.
 - Can-do attitude essential. Ability to complete projects in a timely manner to produce all departments with their requirements professionally and efficiently.
 - Level-headed and calm nature required with negotiation and persuasion skills to ensure management of expectations of all relevant parties.
 - Appreciation of the competition and key interest in the luxury landscape essential.
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