

THE WHITE COMPANY

LONDON

Job Description

Job Title: Brand Marketing Executive

Department: Marketing

Reports to: Brand Manager

Our Story

From its inception in 1994, Chrissie Rucker's vision was to build a company that specialised in stylish, white, designer-quality items for the home that were not only exceptional quality, but also outstanding value for money. In addition to this devotion to simplicity, it was imperative the customer was put at the heart of everything, and provided with a second-to-none shopping experience - and so The White Company was born.

Today, the company that began as a 12-page mail-order brochure has become one of the UK's fast-growing multi-channel retailers and a leading lifestyle brand with 60 stores across the UK and impressive global growth. The White Company also has two stores in the US – 155 Fifth Avenue NY and The Mall, Short Hills, New Jersey, plus concessions in selected Nordstrom stores.

The Role

At The White Company we're very committed to our brand and our customers. The brand executive role is an exciting opportunity for a passionate brand marketer who thrives in a fast-paced, commercial and creative environment and wants to further develop their marketing career. Someone who genuinely gets and loves our brand and is committed to unlocking all opportunities to connect our brand with customers, new and existing.

Main Duties and Responsibilities

Working with the Brand Manager, this role will include:

- Supporting with the development and execution of all seasonal marketing campaigns
- Assisting with the development of the seasonal marketing briefs and working with all marketing channels to bring the brief to life
- Identifying innovative marketing opportunities to drive brand awareness, footfall and sales
- Identifying brand partnership opportunities and assisting with the execution of partnership activity
- Co-ordinating and managing the weekly marketing communications planner
- Working with wider marketing team to ensure all activity is aligned to our brand purpose
- Maintaining relationships with key stakeholders at varying levels, both internal and external to the business
- Conducting regular competitor research and sharing relevant findings
- Co-ordinating post-seasonal campaign reviews
- Supporting the Retail Marketing team with store events

Skills & Experience

- Some entry level marketing experience
- A passion for brand
- Strong organisation and communication skills
- Experience and knowledge of different types of media
- An understanding of partnership marketing
- A self-starter, who makes things happen
- A passionate, enthusiastic and determined team player

Note: This outline is to be used as a guide only. Changes in this Job Description may occur as the department changes and grows.