



## Digital Content Executive – Rye, Sussex

*Established in 2011, Madeaux is a Sussex-based brand designing high-end fabrics and wallcoverings, wholesaling to interior designers and architects worldwide through a network of showrooms and representatives.*

*Madeaux creates covetable printed, embroidered, and woven fabrics, producing seasonal capsule collections that are inspired by wildlife, ancient documents or vintage tapestries unearthed during the travels of our founder, chief designer and CEO, Richard Smith.*

You can learn more about us at [www.madeaux.com](http://www.madeaux.com) or on Instagram at [@madeauxhome](https://www.instagram.com/madeauxhome).

Due to our continued expansion, we are now looking for a creative, reliable, and organised content creator and social media executive to join our growing team.

The Digital Content Executive will be responsible for creating content across our social media channels and brand website, as well as designing high quality digital and printed assets. You will be supported by our Media Manager and our Creative Director to ensure the digital growth of the brand.

The role is suited to someone with a passion for, and an understanding of, the interiors and textiles industry, has a creative eye, and who can work independently. You will be adaptable, hands-on, familiar with the Adobe Creative Suite, and can prioritise work to create great outcomes. A knowledge of interiors and a creative eye are most important so please apply even if you do not meet every requirement as technical training can be given!

Full time, 40 hours a week including paid lunch. Hybrid working between our Rye studio (3 days a week preferred) and home. Job shares considered - please do apply if you feel you would suit the role, even if you are not able to commit to a full time position.

£23,000 - £27,000 depending on experience.

Holiday: 28 days per annum including bank holidays

How to apply: Please email [media@madeaux.com](mailto:media@madeaux.com) with your CV and a Covering Letter describing why you would like to work with Madeaux and what you can offer the role. You will receive an email confirmation when your application is received.

We will begin interviewing immediately, so please don't wait before applying.

Closing date: 30<sup>th</sup> July 2022

## **Key responsibilities:**

### *Social Media*

- Assisting our Media Manager with developing our overall and individual platform strategies and generating new initiatives, and then implement them
- Developing a consistent tone of voice for all copy, based on our brand ethos
- Creating content – filming and editing videos, taking and editing photographs, creating graphics, copywriting, adding captions
- Scheduling posts on social media
- Monitoring social media accounts, replying to messages and comments
- Pro-actively reaching out to other accounts and building our network
- Set KPIs and benchmarks for all digital activity, report on and optimise plans for delivery of KPI metrics

### *Website*

- Day to day content management of our website, ensuring copy and imagery is accurate, up-to-date and SEO optimised
- Uploading new collections 2-3 times a year, ensuring full and accurate details of all products
- Making back-end updates to pages, menus, categories and forms
- Monitoring and reporting on analytics and suggesting improvements to user experience

### *Graphic Design*

- Design and production of communication materials for print and digital including brochures, press releases, and sample order books
- Image and photo editing for print and online using Adobe Creative Suite
- Ensuring brand consistency across all channels by use of brand guidelines
- Work with the Media Manager to create and schedule our monthly digital newsletter and other targeted mailouts

## **What do we expect of you?**

- Relevant knowledge of the interiors industry
- Experience with Adobe Creative Suite
- Experience with social media platforms and scheduling software
- Experience with content management software
- A creative eye for detail
- Good communication and copywriting skills
- Ability to work as part of a team
- A proactive approach to work and willingness to contribute to the success and growth of the company as a whole

## **What can you expect of us?**

- A friendly, creative, and flexible culture
- Hours that suit your life and commitments
- A fast-growing organisation with opportunity to develop with the company
- A drive for continuous improvement, to which you will be empowered to contribute from day one