



Marketing Consultant (part-time)

Location: Somerset House
Reporting to: Directors Oscar and Matt

Summary

We are searching for a creative and diligent Marketing Consultant with a strong digital background to join our London-based team on a part time basis. You will be working closely with the directors to develop and execute successful marketing initiatives that build the profile of our growing design studio.

You will be coordinating with our talented design team, extracting important project information to design and create marketing assets. You will also be responsible for monitoring, executing, and reporting on the performance of our marketing plan, helping drive the growth of the business and extend our sales pipeline.

Key Responsibilities

- Prepare and oversee the creation of all marketing content for our website, email and social media channels using the brand's tone of voice.
- Maintain and build our social media channels, increasing engagement and following on platforms such as LinkedIn and Instagram with fresh, and high-quality content.
- Monitor and report on the performance of marketing campaigns across key channels. This will include presenting thoughtful insights to the team on how to improve and optimise performance.
- Write compelling, SEO friendly content across all formats to improve the company's organic reach and drive prospective customers to our website.
- Ownership and management of marketing documentation and our CRM database.
- Identify important networking, writing, and speaking opportunities for Tone directors.
- Identify and oversee award entries that build Tone's profile in key sectors.

Job Requirements and Applications Process Overleaf



Skills Profile

Essential

- A self-starter, able to work independently and as part of a team.
- A strong communicator and storyteller, with the ability to create compelling and creative content.
- A data-driven, analytical marketing mindset that can articulate the story behind the numbers.
- Excellent proof reading and copywriting skills.
- Confident presentation and communication skills.
- Strong digital background with awareness of SEO best practices.
- Results driven work ethic and keen attention to detail.
- In-depth understanding of the B2B sales cycle.

Desirable

- Understanding of the design process.
- A personal interest in design.

Qualifications / Experience

Essential

- 3+ years of B2B marketing experience.
- Hands-on experience in the conception, execution, analysis, and refinement of digital marketing campaigns for B2B businesses.
- Proven experience with CRM & marketing automation tools including Hubspot.
- Strong working knowledge of MS Office and g-suite.
- Very strong social media platform expertise including Instagram and LinkedIn.
- Previous experience working with industry standard data, analytics, and reporting tools.

Desirable

- Degree in Marketing, Communications, or closely related field.
- Experience using the adobe creative suite (InDesign, Photoshop, and Illustrator) to create and edit marketing assets.
- Prior experience in a similar position within the design industry.
- Experience in business development outreach, qualifying and nurturing leads.

Other

- Must be eligible to work in the UK.
- Able to work from our Central London studio (COVID permitting).
- 2-3 days per week, but we can be flexible depending on the candidate's other commitments.



About Tone

Tone is a creative product design team based in central London. We help global brands, SMEs and start-ups create innovative new ideas and bring them to market.

Tone's nimble approach and focus on creating commercial success through creativity has resulted in award winning products that can be found in various high street shops, hospitals, workplaces and more. We support our clients from the early front-end innovation stages through to final delivery for both physical and digital products.

Applications

Please send your CV, portfolio (if relevant) and a cover letter to:

studio@tone.design

Please note that due to the size of our team, unfortunately we cannot reply to all applications.

We look forward to hearing from you.