FoundPop

About the job

FoundPop is a fast growing design-led furniture rental business born out of the award winning architectural practice Found Associates. FoundPop provides furniture to leading brands such as Prada, Nike, Pangaia and Lululemon - along with some very exciting emerging brands. Our clients encompass but are not limited to fashion, beauty, lifestyle, accessory brands. We also provide furniture to music event and events at Olympia, O2 Centre and ExCel.

We are looking for a freelancer who is able to work a minimum of 2 days a week. The role is remote but they will need to be able to travel to London to attend bi-weekly site visits.

Responsibilities

- Own the paid advertising strategy – ensuring budget is spent effectively across all channels to increase brand awareness and drive website conversions

- Monitor and analyse marketing performance, providing regular reports and recommendations for improvement

- Develop the lead generation strategy inline with new business targets and company growth

- Work with the sales team to deliver seasonal campaigns and targeted ads to secure monthly revenue targets i.e Black Friday, Christmas, Fashion weeks etc

- Oversee the content calendar, ensuring the delivery of regular blog posts onto the website, Linkedin and Instagram story and the monthly POP-ID newsletter

- Build and develop our social and content strategy with a focus on increasing market reach, creating engaging content designed to attract and convert target audiences

- Work with sales team to provide regular coverage of key activations – ensuring photo/video content is collected and shared regularly across social channels

Skills

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- Minimum of 3+ years experience
- Proven track record managing a paid ads strategy and comfortable with google analytics
- Data driven
- Strong brand awareness, confident delivering and owning a content strategy across multiple channels to drive growth
- Previous experience using Design software i.e Canva or InDesign
- Self starter – happy working within a small team
- Experience with lead gen and/or Pipedrive preferable but not essential