

Marketing and New Business Executive

The Tapestry Agency delivers data insight and marketing strategy through customer understanding.

We are a leading UK data analytics and marketing consultancy for multi-channel retailers, founded in 2018. We deliver sophisticated retail insight, advice and execution solutions to drive profitable, sustainable growth. Clients range from fashion and cosmetics through gardening and homewares and to gifts and confectionary. We work with clients on a retained basis – building close long term strategic partnerships. We enjoy high client retention. Tapestry's engagement marks a strategic transformation in their brand journey, supported throughout by Tapestry's commitment to service and partnership. Our teams of strategists, analysts, marketers, and data technicians are passionate and commercial and invariably with client-side backgrounds. We seek to learn, develop and innovate, always bringing competitive advantage for our clients from our leading edge data-driven multi-channel consultancy.

Tapestry culture is open and collaborative. We are flexible, family-first and predominantly work from home. Our small, smart London office is a few minutes walk from London Bridge station close to the Shard with views of Tower Bridge, used for client and team meetings. The full team, currently fifteen, is located throughout the southern half of UK – all we expect is a convenient rail main line into London and good broadband. Colleagues enjoy an expanding selection of benefits as we grow, including private health care.

Department

The marketing and new business executive role forms part of the Business Development department which is responsible for the agency's new business and marketing activity to recruit new clients in line with the agency's growth ambitions. It will be necessary for the executive to liaise with other areas of the business to meet prospective client needs, particularly the client team to ensure a thorough understanding of the prospective client's proposition, challenges, opportunities and objectives.

Role

You'll work closely with the Co-Founder, Business Development Director to support the agency's new business and marketing activity. You will be involved with marketing, taking ownership of website updates, managing and executing the email marketing programme and planning and managing events. You will also help to develop and manage the prospect database by identifying and researching opportunities and project manage new business opportunities by coordinating meetings, creating pitch documentation and sending emails to build and nurture prospect relationships during the sales cycle.

You will have a firm grasp of the Tapestry proposition and service ethos. As is typical in a start-up environment, a 'can-do', robust, mentality is a prerequisite, prioritising quality and delivery together with a willingness to 'muck-in'. A "sleeves rolled up", hands-on approach is required. The business and consequently this role is constantly evolving, and the pace can be challenging with no room for passengers.

Responsibilities

- Support the new business development director by project managing new business opportunities. This includes co-ordinating stakeholders, arranging meetings, note taking and organising follow up communication.
- Provide pitch and proposal support with the creation of pitch presentation decks in PowerPoint and written new business proposals using templates.

- Work alongside our freelance marketing manager to send emails such as the newsletter and thought leader pieces, sometimes writing the emails.
- Manage the programme of virtual and face to face events with activities such as booking venues, managing attendee lists, attendee communication, logistics on the day.
- Own the Tapestry Customer Relations Management system, including weekly department reports.
- Manage uploads to the company website, You Tube and the LinkedIn Company page.
- Research potential new clients for the agency. Create a company summary for each prospect, a map of the key decision makers and marketing influencers in each company and identify the opportunities that Tapestry could support the client with.
- Carry our sector research to identify trends and new developments to inform our content marketing strategy and provide insight to our clients and prospects.
- Respond to queries that come through the website.
- Provide other administrative support for the client services team when the need arises.

Desired Skills and Experience

You will:

- Have 2-3 years experience working in a marketing administration role, ideally in an agency or B2B data or marketing company.
- Be educated to degree level
- Possess exceptional communication and interpersonal skills
- Able to grasp complex subjects and explain them to make them sound simple
- Able to manage and prioritise your own time and workload
- Be highly organised and confident when handling multiple tasks and projects simultaneously
- Be a confident copywriter
- Ideally have some understanding of the retail ecommerce landscape would be useful.
- Be proficient in Microsoft Office applications; especially Word, Excel and PowerPoint.

Behaviours

You will need to be:

- Highly confident, able to work fast and accurately for long periods, and be a superb and fluent communicator in writing and verbally.
- Determined, motivated, resilient, organised, have excellent time management skills and be able to juggle lots of competing tasks.
- Ideally have a real passion for business, marketing and customer data.
- Enthusiastic, proactive, tenacious and have a 'can do' attitude
- Self-motivated, with a strong desire to succeed
- Multi-tasking - coordinating multiple projects and priorities.
- Have a commercial mind-set and excellent communication skills. You must be confident to talk to people at any level.
- Honest and trustworthy.
- Take ownership of your responsibilities and any issues.
- Take pride in what you deliver.
- Inclusive and create a positive working environment for your colleagues.
- Positive, determined and committed outlook.
- Self-aware, robust and challenging.
- Check your work thoroughly and have high attention to detail

Relationships

thetapestryagency

- Report to the Business Development Director.
- Work closely with prospective clients, marketing teams, liaise with other client departments, and with all internal teams.
- Work with agencies and suppliers.

Tapestry provides

- Solid grounding in the fundamentals of new business development, data insight and marketing strategy.
- Beautiful office space close to London Bridge with a roof terrace overlooking the Tower of London.
- Flexible hybrid working to offer a fantastic work life balance.
- Onsite shower and changing facilities.
- Competitive salary and discretionary bonus
- 25 days holiday (plus public holidays)
- Birthday day as an additional holiday day
- Private health insurance
- Company laptop and mobile.
- A down to earth, collaborative, supportive culture
- Summer hours – leave early on a Friday
- Lots of social events when circumstances allow!
- And we never ask you to work between Christmas and the New Year.

This role combines flexible home, office and external working as the role and needs of the business require. The mix will evolve as internal and external working environments evolve. This level of remote working requires high levels of self-organisation and the ability to work on a complex and ever-changing priorities with limited direction. Post Covid, you should expect to spend an average of 2 days a week in the office.

Contact Lara Bonney at hello@thetapestryagency.com

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