

# NICOLE ARNOLD

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## INTERIORS

### JOB DESCRIPTION: Marketing Associate

This position reports to the Principal, Nicole Arnold, of Nicole Arnold Interiors. The following 3 key areas of responsibility are the focus of this position:

The Marketing Associate is expected to complete various Interior Design Marketing related support functions that enable us to serve our customers with the elevated standard we are known for:

#### **Brand Cheerleader**

- Social Media origination and posting (FB, Instagram, LinkedIn, Pinterest, Houzz, Twitter, YouTube, etc.)- photos, captions, hashtags
- Discover print topics for blogs
- Installation support capturing key moments with photos or videos for digital posting
- HP Market Attendance for brand support and capturing trend information via photos/video
- Awards submissions (work with design team to submit)
- Magazine ad submissions
- Seek out PR and other opportunities for NAI to gain consumer awareness
- Graphic Design for digital and print collateral
- Maintain Client onboarding folders/contents
- Organize Client Appreciation Parties, seasonal gifts
- Organize and maintain client and vendor files in CRM
- Organize all Photo Shoot files in Dropbox
- Watermark photos and organize for Atomic (if applicable)
- Distribute welcome packets/gifts to potential corporate prospects
- Errands as required

#### **Communication**

Effective, proactive and timely communication is **critical** to success in the Marketing Associate role. He/she is expected to be clear on priorities and deadlines as they relate to the role. He/she is expected to ask for clarification when necessary and is encouraged to provide feedback and insight regarding opportunities and creative solutions. The following communication includes but is not limited to:

- Complete all digital postings and award submissions on time. This includes any follow-up or direction needed from Principal, vendors, clients or contractors.
- Update principal on all outstanding items at the end of each day (Asana or email will suffice)
- Field calls to main office and screen potential new clients (reference script).

**Efficiencies**

NAI encourages questions to the Principal and other design associates in the office or the industry to facilitate learning and expansion of industry knowledge. The Marketing Associate is expected to use sound judgment while working on projects, considering time spent on various tasks. He/she is also expected to work with accuracy and produce content reflecting our luxury brand image.

The Marketing Associate position is a valuable and integral member of this firm and will be heavily relied upon to ensure the success of the business. It is a position designed to allow the employee to grow in his/her responsibilities and contributions. He/she is encouraged to provide any feedback or ideas that will enhance the workplace environment and success for Nicole Arnold Interiors.

**Conduct**

The Marketing Associate is expected to maintain professional dress, communication and general conduct in the office or outside of the office when representing Nicole Arnold Interiors. It is expected they will give his/her best effort in all endeavors.

As a team, our mutual success is interdependent on each other. Please openly communicate ideas or areas of concern to the appropriate parties in a timely manner to ensure Nicole Arnold Interiors remains as productive and efficient as possible.