



WOOD COUTURE

Marketing Associate



About Wood Couture

Wood Couture manufactures bespoke furniture, artwork, and decorative accessories, specialising in loose furniture for high-end hospitality and residential projects. Our approach leverages technological innovation and in supporting passionate people to pursue their ideas. The helm of this approach are our expert leaders who steer the company, guided by their extensive experience in all areas of hospitality. With over 27 years of experience, 28 workshops, over 45,000 units delivered and over 100 completed luxury projects worldwide, we are Wood Couture.

Skills & Requirements

- Minimum 2 years of experience in marketing agency
- Proven experience in content planning on social media platforms.
- Knowledge of metrics like referral, organic, and social traffic, along with an understanding of SEO parameters.
- Graphic Design
- Content writing
- Website edits (Web flow)
- SEO Implementation
- Excellent communication skills
- Fluent English (both verbal and written) is a must.



Duties & Responsibilities:

- Implement relevant marketing and communication strategies.
- Develop & implement social media posts, print, digital content, email marketing, etc.
- Ensure that brand identity and marketing and communications strategy are infused in all company efforts.
- Develop, implement, and evaluate marketing campaigns relevant to our Industry.
- Guide on press outreach, including messaging in press releases, creation of press kits and materials, interview preparation, and responses to media, etc.
- Represent the brand globally.

Qualifications:

- Diploma or degree in a relevant field (e.g., Design, Media or Marketing)
- Certifications in Graphic Design.

Software Proficiency Requirements

- Adobe Illustrator, Adobe Photoshop and Indesign
- Webflow
- Canva