



Content & Marketing Manager

Start date: immediately

Salary: Competitive, dependent on experience

Location: Central London (hybrid working considered)

About I.D.E.A.

I.D.E.A. is an internationally recognised design and innovation organisation with a strong reputation for inspiring and delivering design-led interventions.

You may already know us through:

- **London Design Festival (LDF)** – founded in 2003 and now one of the world’s most influential design events, held citywide each September.
- **London Design Biennale (LDB)** – a global gathering of leading designers, curators and institutions, the fifth edition took place at Somerset House in June 2025.
- **Global Design Forum (GDF)** – a curated thought-leadership programme celebrating the minds shaping our future.

We collaborate with major global brands including Sony, Meta, Bloomberg, BMW, Google Arts & Culture and SAP, and work closely with the Mayor of London and cultural partners such as the V&A, Southbank Centre and the Design Museum.

Our close-knit, central London-based team brings together expertise in design, consulting, creative strategy, project delivery and communications. We are an equal opportunities employer and are committed to championing equality, diversity and inclusion. We welcome applications from all suitably qualified candidates.

About the role

We are seeking a dynamic, organised and creatively minded **Content & Marketing Manager** to join our Marketing & Communications team. This role is ideal for someone who is curious, agile and enthusiastic, with a strong interest in visual communications and branding, digital culture, content creation and the creative industries. The role will support the development and delivery of integrated marketing and communications activity across I.D.E.A.’s portfolio, including London Design Festival and the Global Design Forum. You will act as custodian of the brand, take ownership of day-to-day content marketing development and management, support all digital marketing activities, commission creative content, coordinate marketing partnerships and assist with campaign planning and execution, across earned, owned and paid channels.

Key responsibilities

Content Marketing

- Create and implement content marketing strategies across brands – work with the Head of Marketing & Communications to uphold the brand promotion through style guidelines and visual identity
- Execute the day to day digital and content strategy and oversee and implement social media strategy working closely with the Social Media & Marketing Assistant
- Commission and manage content creation, including editorial pieces, videography and photography for PR and marketing purposes across all brands, from ideation to briefs to freelancers and management of shoots to final distribution and publication of assets
- Coordinate content for all print and digital material in liaison with stakeholders and designers

Email Marketing

- Develop and execute the email marketing strategy across all brands
- Report on email performance regularly

Website & Digital Platforms

- Work with website stakeholders to oversee website developments, from navigation improvement to maintenance updates, across the backend dashboard and the programme of partner activities
- Ensuring websites remain updated, curating written and visual content throughout the year
- Support digital advertising campaigns (e.g. Google Ads)
- Contribute to the development and optimisation of digital products (e.g. Bloomberg Connects, mobile optimisation, digital map, “My programme”)

Marketing Partnerships Management

- Oversee marketing deliverables and coordination of partner content across brands and digital platforms
- Compile post-event highlights and reports for key partners

Digital & Print Collateral and Distribution

- Management of print and digital marketing materials, working with stakeholders from design stage to print production including books, catalogues, listings, invitations and advertisements
- Management of promotional materials for partners: project signage and wayfinding, partners promotional assets distribution during LDF, in liaison with the Partnerships Manager

Social Media Management Support

- Support the development and implementation of social media strategies across multiple brands and channels, working closely with the Social Media & Marketing Assistant
- Create, capture and edit content for social media (static, video and short-form) in liaison with the Social Media & Marketing Assistant
- Support paid social activity and campaign delivery
- Assist with influencer identification, outreach and coordination

Reporting and events support

- Oversee the creation of the annual highlights report
- Assist with audience surveys, data collection and analysis
- Assist with press events, media accreditation and related administrative support

Essential skills and experience

- Minimum 6 years' experience in digital marketing and content marketing
- Demonstrable experience of creating and implementing a successful communications strategy across marketing and social media
- Proven experience of delivering compelling digital content and engagement
- Exceptional copywriting skills
- Exceptional presentation skills
- Experience commissioning and overseeing content creation (editorial, photography, videography)
- Track record of working with multiple digital systems and good understanding of web technologies including Mailchimp, Adobe Creative Suite, content management systems, Google Analytics and Keynote.
- Strong organisational skills with excellent attention to detail
- Ability to work independently and collaboratively within a small team
- Creative, proactive and solutions-focused approach



- Strong interest in design, culture and the creative industries (UK and/or international)
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How to apply

Please send your CV and a covering letter outlining your suitability for the role to jobs@londondesignfestival.com by **Sunday 22 March 2026**. Interviews will take place during the week commencing **23 March 2026**.