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# kimiko designs

## marketing position

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SPEAKER

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founding principal

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# determine what we need

## we need a focused marketing specialist

In a timely and efficient manner, deliver:

- Client proposals
- Client project deliverables
- Content creation
- Marketing budgets
- Client lists
- Data driven analytical reports
- Track and manage outreach
  - Social media (linkedin, Instagram)
  - email campaigns
  - direct mail (post card) campaigns
  - e-newsletter
  - webinars and training
  - blog/articles for publishing

## the position is

- Independent contractor
- Remote work
- Flexible 10-20 hours/week
- \$32-36/hour

## responsibilities (high level)

- Increase service awareness (furniture planning) and business value; including profitability
- Collaborate with leadership to define, then drive marketing strategy
- Project manage multiple marketing efforts while maintaining and delivering consistent and quality messaging
- Collaborate with other consultants to drive results
- Represent kimiko culture and voice
- Lead diversity/equity and inclusion projects
- Time and resource management; ensure on time delivery and manage marketing costs



# determine what we need KSAP

## knowledge

- Understanding of CRE, architecture & design, and furniture industries
- What it takes to drive success and increase business profitability
- Awareness of diversity and inclusion; including opportunities for kimiko
- Best practices and strategy for social media campaigns
- Relationships in media circles

## skills (technology knowledge)

- Adobe Illustrator, InDesign, Photoshop
- PowerPoint
- Wordpress
- Mail Chimp
- Website administration and maintenance

## abilities

- Understand and lead marketing of our unique service alternative to traditional furniture planning
- Prioritization
- Coordination (team building)
- Creative problem solving
- Strong and sassy verbal and written communication
- Ability to synthesize information and turn it into action
- Empathy + understanding clients challenges (and how we solve them)

## principles

- Dependable and honest
- Time sensitive
- Respectful
- Looks for win 3D
- Creative and collaborative



# role profile

## about the role

- Kimiko Designs is a unique interior design firm in a niche market that is growing rapidly; commercial furniture and facilities
- The marketing specialist's role is to drive business growth and grow industry awareness through the use of creative marketing campaigns, collateral material and social media
- This position reports directly to the founding principal

## required candidate qualifications

- 4-7 years of marketing experience in a small or medium size business
- Required: experience in commercial real estate, architecture, interior design or the furniture industry
- Bachelors degree in marketing or communications
- Ability to self-direct and prioritize
- Experience working with remote teams and clients

## key responsibilities

- Strategize and communicate with leadership team to execute marketing campaigns with efficiency and creativity
- Coordinate and direct consultants and contractors
- Support ambitious growth goal of 50% increase in revenue year over year
- Increase brand and services awareness by educating others within the industry

## job title

- Senior Marketing Specialist

## location/travel

- Remote

## rate

- \$32-\$36/hour



furniture

is not a four letter word