



kitchenarchitecture

Be part of the team at Kitchen Architecture



Company: Kitchen Architecture
Role: Student marketing assistant
Duration: Mid July 2025 for 12 months
Location: Cheshire (Wilmslow)

Salary: £22,500 per annum
Read: [Placement experience blog](#)
Watch: [Three students discuss their placements](#)

Our students form an integral part of our marketing, sales and design teams.

Under the direction and guidance of the Digital and Content Manager, you will help build awareness of the Kitchen Architecture brand amongst our target audience, take them down the sales funnel and support the design teams to achieve sales target.

RESPONSIBILITIES

Brand

- Understand and apply the brand guidelines in all output
- Understand that our brand informs the look and style, tone, and type of content created
- Understand our niche target market

Content creation

- Create videos, carousels, and other content for all social platforms and search engines when requested
- Socials: Instagram, Facebook, LinkedIn...
- Search engines: Pinterest, Houzz, Google...
- Produce online marketing materials, e.g. newsletters/updates; invitations; brand document; manuals; online brochures
- Bring ideas and creativity and influence the development of Kitchen Architecture's content

Digital presence

- Increase Kitchen Architecture's digital presence, and increase time, engagement, and number of leads with a particular focus on Pinterest, LinkedIn, Houzz, and Google My Business
- Drive traffic to Kitchen Architecture website via optimising search engines and social platforms mentioned above
- Have a strong understanding of SEO and how to implement it in all areas

Analytics

- Support production of marketing analytics and research
- Source data on all online/digital traffic
- Analyse digital data and present it in an accessible way to provide insights to allow the business to make informed decisions
- Use data to inform constant improvements of online/digital activities
- Learn to use Zoho (CRM) and become a leader in how to improve the company experience with a particular focus on reporting and customer journey
- Own Google My Business data

Organisation

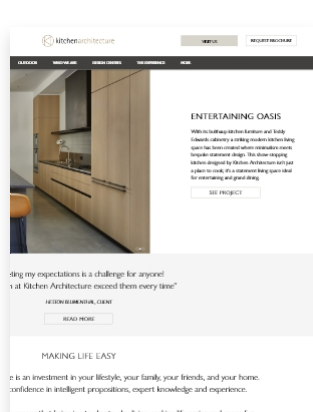
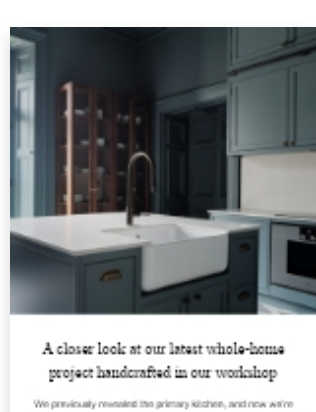
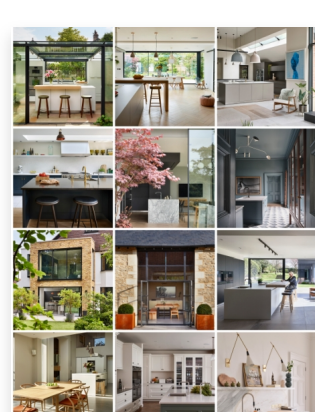
- Great organisational skills
- Maintain the structure of the digital filing system, e.g. shared area on SharePoint
- Update the Case Study documentation to allow search by colleagues and list details (e.g. of products used in the case study)
- Input data (e.g. keywords) for each case study in the photo library
- Support events, e.g. setup, running, closing down

Websites

- Help maintain the bulthaup and Kitchen Architecture websites (e.g. add and delete case studies) and support updates, e.g. add new staff; opening hours; case studies; sections; pages
- Be comfortable with learning new programs and systems like the custom CMS used to manage the Kitchen Architecture website

Adhoc

- Happy to gain a thorough understanding of all areas of marketing and get involved and help with a range of marketing and business development activities



Skills and qualities of a Kitchen Architecture placement student

- Practise Kitchen Architecture's five core values in all areas of your professional conduct, whether on site or in the design centre.
- Can-do attitude, willingness to learn and a good team player.
- Effective communicator (both written and oral).
- Excel at customer service, committed to representing the Kitchen Architecture brand and enhance the Kitchen Architecture experience for clients.
- Multi-task, able to deal with more than one project confidently and competently.
- Proven digital content creation ability
- Ability to learn and use our client relationship management system - Zoho.
- Attention to detail, technical aptitude and good organisational skills.
- Ambition to become permanent Kitchen Architecture staff member on graduation.

To [apply](#), please send CV and covering note to workwithus@kitchenarchitecture.co.uk
Closing date for applications: 5.00 pm, Friday 14 March 2025. Please write 'Marketing student placement' in email subject field.

First interviews will take place via phone or teams / zoom between 24 March – 04 April 2025.

Second interviews will be in person between 07 – 11 April 2025.

We will contact successful applicants by phone or email to arrange a time.

Read about the experience of one of our placement students [here](#).
Watch placement experience discussion [here](#).