



# Job Description

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<b>Position Title:</b>	Marketing Specialist
<b>Classification:</b>	Exempt
<b>Reports To:</b>	Principal
<b>Date Created:</b>	April 2025
<b>Salary Range:</b>	\$60,000-70,000

## Company Overview:

For 27 years, KTI has been recognized as one of the top interior design firms in the country. Our award-winning design studios have combined timeless design principles and modern trends in evocative ways—resulting in spaces where form and function comfortably co-exist. Whether we are designing a hotel, restaurant, clubhouse, luxury residence or model home, we believe that spending time in a beautiful space can do wonders for your well-being.

The Marketing Specialist will support KTI as a whole, across all three of our design studios: Hospitality, Luxury Residential, and Interior Merchandising.

## Summary/Objective:

We are looking for an enthusiastic Marketing Specialist to help us in our overall marketing and new business efforts. You will be an integral part of the development and execution of marketing initiatives to promote KTI's brand and acquire new business across paid, earned and owned platforms.

## Essential Functions:

- Collaborate with Principal and Design Directors in gathering content and identifying opportunities to promote projects via social media
- Develop all social media content and manage community engagement
- Create video content for social media and YouTube
- Travel on-site to projects to gather in-progress content and gather content in the office (presentations, culture, etc.)
- Oversee advertising initiatives in print, digital, and social media platforms
- Analyze social media performance metrics (ad campaign results, organic engagement, etc.) to help shape future social media strategies
- Conduct industry research and analyze trends to identify new marketing opportunities
- Organize all company assets in a clear and easy-to-navigate fashion
- Ensure consistency in brand voice, look and feel across all mediums
- Gather information and create a monthly internal newsletter that is sent to the company on current activities, announcements, and awards

- Design and carry out purchase of KTI branded merchandise (clothing, notebooks, stickers, water bottles, stationary, etc.)
- Plan, coordinate and execute all company events (birthdays, baby showers, bridal showers, business development events, company parties, etc.)
- Represent KTI on industry committees and attend events such as HBA, YLC, SMC, and MAME.
- Plan, coordinate, and attend all photography of completed projects and team headshots
- Attend conferences, summits, business development events or meals, to form relationships with potential partners or clients.
- Work with external partners and consultants to execute marketing initiatives
- Performs other duties as assigned

### **Work Environment:**

- Sitting for long periods, standing and walking intermittently
- Using office equipment such as computer, mouse, keyboard, printer
- Indoor office environment, temperature controlled
- Ability to stand, walk, sit, use hands to finger, handle, or feel objects, tools or controls, reach with hands and arms, climb stairs, balance, stoop kneel, crouch or crawl, talk or hear and taste or smell.
- Occasionally lift or move up to 20 pounds
- Use specific vision abilities, including close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus

### **Competencies:**

- Strong written and verbal communication skills
- Elevated design aesthetic and attention to detail
- Excellent prioritization, organization, and project management skills
- Time management skills with a proven ability to meet deadlines
- Strong analytical and problem-solving skills
- Proficient in Microsoft Office Suite
- Proficient in Adobe Photoshop, Illustrator and/or InDesign
- Experience with Sprout Social preferred
- Experience with Canva preferred
- Experience with Adobe Premiere Pro, Adobe Premiere Rush, and/or CapCut preferred
- Familiarity with navigating and using AI tools preferred
- Maintain a professional demeanor and respond with urgency
- Commitment to fulfilling the mission of KTI; represent the KTI brand in a positive manner internally and externally

### **Education and Experience:**

- Bachelors degree in Marketing, Advertising, Communications, or related field

- 1 - 3 years of related experience; portfolio of relevant previous projects highly preferred
- Experience in the design industry preferred
- Ability to read, write, speak and understand the English language fluently, and communicate verbally and in writing at a professional level

**Expected Hours of Work:**

This role is full-time at 40 hours per week and is not exempt from overtime. Travel to the various locations may be required and is primarily local during the business day, although some out-of-area, evening travel may be expected.

*The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of essential functions, responsibilities or requirements. Kimberly Timmons Interiors is an Equal Opportunity Employer (EOE), M/F/H/V.*