

Job Title: Creative Marketing & Content Specialist

Company: Lucas

Location: Seattle, WA

We welcome applicants seeking either full-time or part-time work. The role is flexible and will be adapted to fit the skill set and schedule of the successful candidate.

Lucas is a Seattle-based design studio specializing in high-end residential architecture and interiors. We are seeking a Creative Marketing and Content Specialist to lead the evolution of our brand identity and public presence. This role will support the firm's re-brand, oversee social feeds, public relations, content creation, and act as a brand ambassador. This role requires a high degree of organization and will rely on close collaboration with our design team, studio operations, and external partners.

As part of our team, you'll help shape how we present ourselves to the world, both visually and culturally.

Key Responsibilities

Brand Transition

- Serve as point person for the transition to a new brand identity across all platforms, communications, and touchpoints. Identify all affected areas by the rebrand and coordinate updates accordingly.
- Continued stewardship of brand guidelines, ensuring brand consistency across assets/channels.

Public Relations

- Manage PR outreach, media relations, and press features.
- Represent Lucas at design-industry events and identify networking opportunities. Build relationships with industry leaders and potential collaborators.

Content Creation

- Plan and manage all aspects of photoshoots: organize and execute photoshoots for projects, studio life, events, or brand campaigns.
- Organize and maintain photography/image assets.
- Capture behind-the-scenes (BTS) content on active projects for social media, marketing, and documentation.
- Brief team on standards for capturing content and seed ideas for photography on site visits.

Digital Presence & Social Media

- Oversee website updates and content refreshes as needed, coordinating with relevant internal staff or external collaborators.
- Lead social media strategy, especially for Instagram, including monthly/quarterly content planning, scheduling, and storytelling to reach specific website traffic, follower growth and engagement goals.
- Manage Pinterest presence and any other relevant digital platforms or channels to reach specific website traffic, follower growth and engagement goals.
- Track and report on the success of campaigns.

Studio Culture & Creative Projects

- Collaborate on studio-based creative efforts: holiday décor, gifting programs, studio refreshes (garden, décor), happy hours/events. Work with the studio operations team to ensure the studio environment aligns with brand identity.
- Curate studio playlists, consider brand-like content (books, podcasts) that reflect studio values and could engage clients or followers.
- Plan client gifting at key milestones that aligns with brand aesthetic and client experience: Develop branded merchandise (e.g. tote bags) to welcome new clients, purchase client birthday gifts, coordinate annual holiday cards/gifts, coordinate final gift for project completions.

Partnerships

- Maintain an awareness of the products the firm is sourcing for projects and explore/propose any partnerships that feel authentic to our design philosophy and brand identity.

Desired Qualities & Skills

- Creative thinker with strong aesthetic sensibility - someone who “gets” design, lifestyle, and how to visually tell a story within an established brand system.
- Ability to concept and storyboard short-form content.
- Highly organized and detail-oriented.
- Comfort developing multi-channel campaigns and managing multiple facets of the brand simultaneously (digital, print, PR, partnerships).
- Comfortable working in a fast-paced design studio environment.
- Excellent communication - both written and verbal - with ability to write copy and also to represent the firm at public events, collaborate with partners, artisans, press, etc.
- Comfortable working both independently and collaboratively.

Technical proficiency

- Strong familiarity with social platforms (Instagram, TikTok, Pinterest) and their content formats
- Knowledge of InDesign & Illustrator (Canva acceptable)
- Basic video editing skills in Premiere Pro (or CapCut, [Veed.io](https://veed.io), InShot)
- Experience with Omniture, Instagram Insights, and Google suite including Google Analytics
- Experience with scheduling/analytics tools like Planoly, Later, Sprout, etc.
- Nice to have: Proficiency with Adobe Express, Photoshop or Lightroom

How to Apply

- Please send your resume and a brief sample of relevant content work to info@lucasinterior.com
- In your email, please list 3 Instagram feeds that could serve as a north star for Lucas in their social media efforts.
- Use subject line: Creative Marketing & Content Specialist Application

We look forward to seeing how your vision might contribute to the future of Lucas!