



The UK Fashion & Textile Association

Senior marketing and campaigns executive

£38,000 - £40,000

London or remote (UK-based), with regular travel to London

Applicants must have the right to work in the UK

Closing date

19 April 2026

Reporting to

Director of Communications

About UKFT

UKFT is the largest network for fashion and textiles in the UK. As the industry's leading trade association and Sector Skills Body, we are committed to delivering sustainable growth for the entire UK fashion and textile supply chain.

We bring together brands, designers, manufacturers, suppliers, retailers, recyclers, educators and innovators to promote their businesses and our industry, both in the UK and throughout the world. We offer practical advice and technical support to help member companies grow and trade internationally.

We are headquartered in London and we have staff working in Scotland, the East Midlands, Lancashire, Merseyside and Yorkshire.

Our President is HRH The Princess Royal.

The role

We are looking for a proactive and detail-oriented senior marketing and campaigns executive to support the delivery of integrated marketing activity across our programmes, events and member engagement.

This is a hands-on role suited to someone who enjoys taking ownership of campaign delivery while contributing to wider strategic planning. You will play a key role in executing multichannel campaigns, supporting event promotion and ensuring our communications are consistent, targeted and effective.

Working closely with colleagues and external partners, you will help strengthen our reach and support our community of members.

Core Responsibilities



The UK Fashion & Textile Association

Campaign & Content

- Plan and execute integrated marketing campaigns (email, social, website, paid ads)
- Write and edit high-quality B2B content (newsletters, web, social)
- Manage content calendars aligned with UKFT priorities and industry moments

Email Marketing & CRM

- Own newsletter strategy (member + wider industry)
- Manage segmentation, audience targeting and database
- Optimise performance (open rate, CTR)

Digital Promotion

- Manage organic social channels (LinkedIn, Instagram)
- Plan and run paid campaigns (LinkedIn + Meta)
- Write and publish articles covering industry insights, UKFT activity and member news
- Adapt content across channels to maximise reach, relevance and performance

Content & Podcast

- Support the planning, production and promotion of UKFT's podcast
- Develop episode themes aligned with UKFT's key pillars and member priorities
- Repurpose podcast content across social, email and web to maximise reach and engagement

Analytics & Reporting

- Track and report on performance across channels
- Turn data into clear insights and recommendations
- Produce monthly reports for internal teams and senior stakeholders

Events, Community & Partnerships

- Drive marketing for UKFT events, webinars and trade initiatives.
- Lead The Marketing Network, including the development and delivery of in-person events and online sessions, community engagement and audience growth strategies, content themes aligned with industry challenges.
- Collaborate with partners on campaigns and content.

Key Skills & Experience



The UK Fashion & Textile Association

- Proven experience in B2B marketing (membership or events experience a plus)
- Strong content and copywriting skills
- Experience with email marketing platforms (e.g. Mailchimp) and segmentation
- Experience managing paid social campaigns (LinkedIn + Meta)
- Confident using analytics tools (GA4, social, email)
- Ability to manage multiple projects in a small, fast-paced team

About You

- Proactive and organised
- Comfortable balancing strategy and execution
- Strong attention to detail
- Collaborative and confident working with stakeholders
- Data-driven with a commercial mindset
- Keen interest in fashion and textiles

Desirable

- Experience in community building or network development
- Video editing and design skills
- Understanding of SEO and website optimisation

Why join UKFT

This is an opportunity to develop your career within a collaborative and purpose-driven organisation, supporting the sustainable growth of the UK fashion and textile supply chain. You will gain broad experience across campaigns, events and digital marketing, while contributing to work that supports our members and wider industry.

We're a small team with big ambitions, and we can promise that no two days at UKFT are ever the same.

To apply

Please send a CV and covering letter to Tara Hounslea at tara.hounslea@ukft.org by 19 April 2026.