



Shine a light on Team Pink

Emma Francis, Account Executive

How long worked at Toolbox?

Coming up to a year and a half. Wow the time has flown by!



What made you choose a career in placemaking?

My love for shopping, spending money and making a day out of it has always been my favourite activity. Making a career choice to move somewhere where heading to shopping centres was part of the job description - it was a no brainer.

“One of my favourite parts of my job is being able to be the reason people want to make an experience out of their visits and making a shopping centre feel like a day out”.

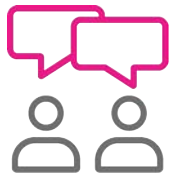


Tell us about your role and why it is important:

In my role as an account executive, I provide crucial support to the account manager with the strategic planning and execution of all of our campaigns for our clients to ensure everything runs smoothly behind the scenes. As part of my role, I independently run the social channels for our clients. This is an important part of my role as I must stay ahead on trends aka watch TikToks and call it 'researching'!



“We work very closely on every project we take on to provide the best service for our clients”.



What has been your most memorable moment at Toolbox so far?

There are too many to pick just one. But if I had to choose, it would be my first summer show at arc Shopping Centre. My role for the day was interviewing dogs! (name a better day - I dare you). The day was filled with so much community spirit, and not to forget, I did some great Morris dancing too. As Bury is my home town, it was great to see the community I know and love so much come together for a wonderful day. It was the best day filled with petting puppies, photographing all the dogs, giving treats to all the good pooches - oh sorry and spending time with all the humans that were there too!



What's your favourite destination?

Okay, don't laugh - but I think it might be John Lewis. It is the best place on earth. You need a perfume - they have it. You need a saucepan - they've got it. You need a coffee and a high-tech vacuum which mops as well - they definitely have them! I could spend a whole day inside a John Lewis just browsing. Okay, now reading this back, I am putting on my shoes and heading out the door. #johnlewispleasesponsorme

What fictional place would you like to visit and why?

The North Pole - the one with Santa not the freezing cold real place. If I could spend every day drinking hot chocolate and singing Christmas tunes, I would. Sign me up right now. I'm off to The North Pole to become an elf.

What is your prediction for the next year?

I predict that in-person shopping will become popular once again.

Which do you prefer to do: Shop, Dine, Watch, Play or Experience

Shop and Dine - you can't have one without the other!



"Seeing what is 'New In' makes me what to head in-store to fully immerse myself in the experience, not scroll online in bed".

With the help of social media, and everyone filming their day in the life videos, it is becoming more and more popular to watch people going shopping in person and this is very influential - especially for me!