



Job Title: PR, Social & Content Manager

Job Type: Full-time

Job Description: I am looking for a part-time PR, Social & Content Manager who is excited to join the world of women's activewear and sports bras. We have built our brand around the ethos of Women Supporting Women and are looking for an enthusiastic new team member to join our journey. Responsibilities include, but are not limited to:

Primary Areas of Responsibility

- Social media experience: Instagram, TikTok, Facebook, Twitter, Pinterest. Including content creation. Keeping up to date with the latest trends.
- Fantastic brand awareness for MAAREE.
- Creative concept, creation and implementation of Digital Campaigns
- Become a face and brand Ambassador across all our social channels
- Managing PR Imagery
- Actively searching for Product Placement opportunities
- Creating and managing the content strategy, frequently communicating with the CEO and other members of the team
- Writing Press Releases for new products and collections
- Find and nurture new and exciting brand collaborations
- Attend and plan press appointments and media contacts
- Work closely with the Merchandising Team to create ROI social media campaigns.
- Orchestrate Influencer collaborations
- Reporting on ROI and media coverage
- Event organisation and the ability to come and assist at tradeshow events whenever necessary.
- Working closely and regularly with all members of the MAAREE team to create well-rounded and informative content

Nice to have's

- Some basic website development experience – Shopify.
- Experience using Royal Mail Click & Drop

Technical Skills

- Email & setting up email templates
- Great presentation skills
- Microsoft Excel & Word
- Knowledge of CRM systems
- Adobe Photoshop & Illustrator
- Excellent written and oral communication skills

About MAAREE

MAAREE was launched in 2018 by Mari Thomas, a sports bra tester frustrated by the current offering of sports bras on the market. We started as a one-woman company but have since grown to a team of 5. So I am looking for someone to help bring a lot of immediate value to the company to make an instant impact. We want someone who actively looks to improve on current processes and solutions and to maintain or improve on the customer experience.

Although this role is advertised as PR, Social & Content Manager I will be looking for someone who can offer more to really get themselves stuck into the brand to help grow the company and develop the role into their own. It's a great position who would like to gain a closer insight into life as an entrepreneur.

If this role interests you, please email your CV and covering letter to hello@maaree.com.

We look forward to speaking with you.