

Marketing and e-commerce assistant

Reports To	<i>Founder & CEO</i>
Location	<i>West Dulwich. Parkhall business park. SE21</i>
Hours of Work	<i>25 hrs a week/ 4 days a week. Although some flexibility would be desirable.</i>
Salary	<i>Hourly Rate e.g. National living wage or minimum wage.</i>
Eligibility	<i>Candidates must be 18-24 yrs old on job seekers allowance. Apply via your job centre manager quoting our reference: RewindbotanicslimitedSE218EN</i>
Jobs available	<i>2 positions. 1 x asap 1 x Dec 2020</i>

Company description

Launched in 2018, Verdant Alchemy is a bath and wellness business producing hand-crafted artisan bath products to help people rest, refuel and thrive in modern life. We are based in West Dulwich/ West Norwood and looking for a hardworking individual to join our small team in growing our independent business.

Job description

At Verdant Alchemy, we are looking for a hardworking, organised and creative **marketing and ecommerce assistant** to support the founder in the management of the multifaceted world of marketing, ecommerce and sales. The successful applicant will be analytically minded but also creative, have fantastic communication and writing skills, with strong attention to detail. The successful candidate should have an understanding or interest in marketing and sales.

If you live in or around West Dulwich/ West Norwood/ South East London and have an interest in botanical, natural beauty, and want to further your marketing experience this might be the job opportunity for you.

Job Responsibilities

- Manage and oversee website management.
- Analyse website and conversion data, making changes to drive KPIs.
- Report on the performance of existing product categories, to assess product performance and/or buying behaviour. Use these insights to make recommendations to drive low performing products.
- Create landing pages to drive KPIs.
- Research and writing meaningful blog posts to engage audience and drive SEO.
- Content creation. This requires some creative flair/ graphics experience and confidence in copywriting.
- Consumer, market, and competitor research.
- Email marketing management. Creating weekly emails to drive our objectives.

- Business development and sales.
- Liaising with retailers to make sure they have everything they need.
- Support the management of the social media.
- Work with the founder to develop launch strategy and communications of new products launching this year.
- Support the founder in other aspects of the business if necessary. Including studio support and e-commerce fulfilment support the business.
- General admin support.

Skills

- Able to understand clear instruction.
- Be able to work in a team or individually.
- Good knowledge in social media and its platforms.
- Good copywriting skills
- Enjoys being creative.
- Ability to take good photography. Experience using adobe/ photoshop is a nice to have, but not a necessity.
- Ability to create videos and edit. Experience is a nice to have, but not a necessity.
- A keen eye for detail
- Being a self-starter with a high level of energy
- Team player with strong, consistent work ethic
- Energy, enthusiasm, positive, commitment and a can-do flexible attitude
- Quick and effective problem solver
- Work well under pressure and have the ability to meet tight deadlines