

Part-Time Creative Assistant

Well Read Company

As a Creative Assistant at Well Read Company, you will work collaboratively with the Business & Social Manager, playing a pivotal role in various aspects of our brand's creative process. Key responsibilities will include creating engaging social content in line with our brand voice and guidelines, assisting in developing our TikTok presence, and contributing to our content team's brainstorming sessions. You'll also aid with photoshoots, creating graphics, and capturing behind-the-scenes content for our social media platforms. You will support our marketing lead with ad-hoc tasks and projects, manage social content workflow, and participate in developing our social media presence. Additionally, you will help with talent and influencer outreach, monitor press coverage, and help plan and deliver marketing events. You will have fun!

The role involves various day-to-day activities, and you'll need to be organised and bursting with creative ideas. You will be able to flex your creative muscles whilst assisting in running our social media campaigns and helping out with our influencer communications. We will provide continuous training and will help you develop your skills.

This position is based in Aberystwyth. We also have a friendly shared office space based in Oxford, UK.

Responsibilities:

Social:

- Develop compelling content for Well Read Company's social platforms, including Instagram, TikTok, and occasionally Facebook and Twitter.
- Supporting our TikTok live strategy.
- Under the guidance of the Business & Social Manager, design graphics that align with the company's brand voice and guidelines.
- Cooperate with the Business & Social Manager and founder to brainstorm, create, and produce effective and engaging marketing campaigns.
- Trend monitoring by staying up to date with the latest trends and developments in social media, BookTok, and other relevant industries.
- Help with the editing of content across all social platforms.
- Followers' communication on social media

Photoshoot:

- Assist with product photoshoots on location/in studio by modelling and/or photographing items as needed.
- Capture BTS content on shoots to be used across marketing content

Talent & PR:

- Assist with brand partnerships & talent and influencer outreach.
- Maintaining day-to-day communication with Influencers

Requirements:

- Confident in using Instagram and Tik Tok for business purposes; ideally, you would be able to showcase past work on these platforms.
- Strong knowledge of in-app video creation tools and basic photography skills.
- Experience with Canva, knowledge of Adobe Suite would also be a big asset (but we can/will teach).
- Creative mindset with a keen eye for aesthetics and the ability to think outside the box. Creativity is Queen!
- Self-motivated and able to work independently, delivering high-quality work within deadlines.
- An interest in reading, books and quirky fashion is definitely a plus. We are the book people after all!

Hours & Salary:

We are looking for a part-time team member for approximately 20 hours per week, ideally divided over 5 days. Understanding that everyone's schedule is different, we are open to a bit less than 20 hours for the perfect fit. We aim to create a working arrangement that benefits our team and the individual.'

Additionally, there's a possibility for this role to transition to full-time based on the individual's performance and company development.

Salary: £11/h

Who we are:

Well Read Company is a unique, family-owned e-commerce business that specialises in creating bookish handbags and accessories inspired by classic novels. Our brand revolves around fantasy and imagination, allowing for a lot of creative licence and fun to be had when creating our social media content. Our social media accounts have grown over the last couple of years, and we would love to keep the momentum going, as this is where most of our customers discover us. Our small size means you can develop skills in many new areas, gain responsibility quickly, and help make critical decisions about the company's growth.

If you are passionate about social media, reading, and creating captivating content, we invite you to join our team and make a significant impact on our brand's online presence.

To apply, please email your CV, portfolio (if applicable), and a brief description of your social media and copywriting experience and why you believe you would be a great fit for this role to info@wellreadcompany.com. Please include your name and the words 'Job Application - Dec 2023' in the email subject line.