

THE NEW CRAFTSMEN

MARKETING ASSISTANT - FREELANCE

Location: Hybrid: London office & WFH
Type: Ongoing, freelance
Salary: Dependent on experience
Hours: 4-12 hours per week
Reporting to: Managing Director / CEO
Proposed start date: Mid-March 2024

JOB DESCRIPTION

The New Craftsmen is looking for an ambitious Marketing Assistant to work across PR, social media, copy-writing and events; and contributing to the delivery of our brand and marketing goals.

Since 2012 The New Craftsmen has built a business representing British-Isles-based makers and their collections across various channels, audiences and markets. We are now a dynamic, multi-channel platform committed to bringing the work of British craft-makers to an international audience.

We are looking for a confident, bright, passionate candidate with a can-do attitude, who understands the power and value of storytelling in the craft landscape, and communicating these stories across all our touch-points.

You will be responsible for copywriting across all channels including our website, social media, newsletters, printed collateral & catalogues, and press releases- and will understand the nuances and requirements for each. You will own The New Craftsmen's tone of voice and blend rich creative content with efficient execution to generate the most impact. Supporting on all events, you will help to create immersive experiences for clients that are in keeping with the values and imagination of our brand; ensuring all details are on point and enabling clients to engage with the story of a collection or the process of a maker in new way. This is an exciting and varied opportunity to support an ambitious and growing business. With a passion for craft and design you will be excited to showcase the best of British craftsmanship to our audiences; delighting both new and existing clients.

RESPONSIBILITIES

- Writing our brand and product copy across all channels to a high level of quality; bringing the voice of our maker to the fore and their processes to life; and helping our clients understand the value inherent in all our pieces and collections
- Liaising with the Managing Director and CEO on idea generation, with a level of self-sufficiency to put forward ideas and create a rich calendar of content across our channels
- Creating inspiring blog posts that bring our brand and maker stories to life, working with different writers, makers and partners to deliver new content and enrich our storytelling capabilities

- Updating catalogues within formation and imagery on our new collections
- Contributing to the planning and writing of the printed collateral from initial concept to delivery
- Liaising with our PR agency on writing press releases; ensuring they have the imagery, assets and information on key collections and stories to pitch to journalists and titles
- Generating and updating content for social media (Instagram, Pinterest, Facebook, LinkedIn) that align with our product cycles and also with the stories we are telling across other channels
- Establish and develop a reciprocal relationship with our makers which sees the sharing of assets and ensure that we can tell their story to press and clients in the most effective way

IDEAL CANDIDATE

- Proven experience in a marketing role with an emphasis on social media and digital communications.
- Strong copy writing skills (from product to blogposts), with excellent attention to detail
- Ability to implement a brand's tone of voice and values through written and verbal communication
- Highly organized, able to prioritise tasks and move with the pace of the business
- Competent on event delivery; knowing what good looks like across large and small details.
- Computer skills with command of InDesign, Photoshop, Excel and Mailchimp, and the Microsoft suite. Competent use of social media management apps such as Later and Mailchimp.
- A passion for storytelling, you are excited and energized to get our stories known and celebrated in the world
- A strong creative eye, helping to select visual assets that bring to life the written word

ABOUT US

The New Craftsmen curates, commissions and sells unique contemporary objects that are rooted in craftsmanship and narrative. Spanning furniture, lighting, textiles, gifts, ceramics and decorative accessories, our range is made by a network of talented makers across the British Isles.

We collaborate with our makers to refine and redefine the value of craft. We do this by developing exclusive collections that are available through our catalogues, online, by inviting leading talent of the craft world to develop bodies of work for shows and exhibitions, and by overseeing bespoke commissions.

Our ambition is to meet the growing appetite for contemporary craft and design, and in doing so transform the market place for craft internationally.

TO APPLY

Please send a copy of your CV and a single page covering letter expressing your interest, why you might be suitable for the position and what your current/last terms of employment are/were (salary, commission, notice and any other relevant) to:

info@thenewcraftsmen.com. The application deadline is Friday 15th March.