



Content Creator

We are looking for a creative, practical and passionate content creator with an entrepreneurial spirit to become an integral part of our fast-growing and award winning business.

About Hawthorn Handmade

Here at Hawthorn Handmade, everything we do revolves around helping you to get crafty and discover your inner creative soul. Our kits are designed for beginners and give you everything you need to bring your creation to life. We've searched high and low for the best quality tools and materials; spent hours poring over our detailed instructions to get them just right and packaged everything up on a beautiful box ready to send straight to your door.

Owner and Creative Director Stephanie started Hawthorn Handmade in the back room of her previous business, a contemporary craft gallery and haberdashery. The first kits were such a hit that she closed the gallery and focused all her efforts on building the HH range and brand. 8 years and a few hundred thousand kits later, Hawthorn Handmade is one of the most recognised kit companies in the UK, and our fun, bright and achievable designs are stitched, felted and woven into life all around the world. All of our kits are made in-house in our studio in the heart of rural Dorset with the countryside on our doorstep inspiring us every day.

Winners of the 2019 Craft Business Awards 'Best Emerging Brand', 2020 Craft Business Awards 'Best Stitching Manufacturer' and 2020 Best of Craft Awards 'Kit of the Year'.

About the Role

- The position is located in Shillingstone, Dorset with some remote working, and you need to have access to your own transport
- This position is for 30 hours a week but we are flexible and happy to discuss how this could best work for the ideal candidate as well as the days/hours worked.
- Some weekend work will be required but this will only be occasional.
- This is a permanent position and there will be a probation period of 6 months.
- Hawthorn Handmade is an equal opportunity employer. We celebrate diversity and are committed to creating a diverse team and inclusive environment for everyone.
- We are looking for you to start as soon as possible.
- The salary will be between £18,000 and £22,000 pro rata depending on experience plus pension, flexible working options, casual dress, expenses and company discounts.

You will be creating nearly all the digital content we put out into the world via our social channels, websites and email, and it will be your job to make it beautiful, engaging, aspirational, original and on brand. This will include making a wide variety of textile craft projects so you must be handy with a needle and thread and quick to learn new craft skills. You will be making lots of video, both long and short form including stories, reels, tiktok, YouTube tutorials etc. and

will need to be super comfortable being in front of the camera, presenting and speaking to our followers directly.

You'll also take amazing photos, write inspiring copy and be happy to turn your hand to anything else needed to create content that our community wants to see. You will plan content around key pillars and frameworks and you will be keeping a close eye on analytics and insights as well as trends, algorithms and industry news to ensure we're one step ahead. Once settled, there'll also be the chance to seek out and develop collaborations with brand reps and influencers, run ongoing campaigns such as stitch-alongs and find new partners to help increase our reach and brand awareness, as well as those vital sales.

You are the type of person who isn't afraid to get out there and get things done and you're comfortable making your own decisions. You're a confident communicator who can build lasting relationships and engage with online communities with ease. You're creative and passionate about craft, and can constantly come up with new ideas. You love marketing, social media and all things crafty and are already thinking up ways you could tell people about our kits through photography, copy and video!

Hawthorn Handmade are a fast growing and ambitious company and this is a great opportunity for someone to join at a key time and make the job their own, developing it into something amazing as the role and our business grows.

Your main responsibilities will be:

- Creating, managing and implementing an editorial calendar for all social media posts and email.
- Creating content that fits our core content pillars and strategy, as well as influencing and adjusting that strategy based on tangible data and results.
- Producing creative content in-house including video, photography and copy for all social channels, websites and emails.
- Actively engaging with our online community. This may require some weekend work.
- Working with the Creative Director to create weekly emails sent to our subscribers.
- Working with an external photographer on brand photo shoots coordinating all aspects such as locations, props and models.
- Creating engaging opt-ins and freemiums to encourage new subscribers and onboarding them with creative email flows.
- Monitoring and analysing the traffic, reach and ROI of social and email campaigns and continually adapting and developing plans as required.
- Identifying brand and influencer collaborations and coordinating all aspects of those relationships.
- Actively identifying and seeking out new opportunities, platforms and markets where digital social engagement will help us build our brand and drive sales.

Our ideal candidate:

- Is happy working on their own but are also able to work to a brief and in a team when needed.
- Is passionate about social media, marketing, craft and handmade and can be found listening to podcasts, reading blogs and following brands they admire and aspire to.
- Knows the ins and outs of videography and photography, both shooting and editing, and is more than comfortable going in front of the camera.

- Is up to date with all the latest developments in social media.
- Has a strong knowledge of the contemporary craft and creative industries.
- Is a maker, turning their hand to many crafts and are always interested in trying something new.
- Is an effective and clear communicator both in writing and in person.
- Is *always* on time (or early!) and works hard to get ahead of deadlines.
- Has excellent project management skills and is able to juggle multiple priorities whilst communicating honestly about their progress.
- Is focussed on getting the details right and doesn't let things slip through the cracks.
- Is more than willing to help out with a wide range of tasks to get the job done.
- Has a creative and positive outlook and a passion for personal development and entrepreneurship.
- Is confident about their IT and technology skills including using Adobe CC programmes.
- Can show strong evidence of a positive impact on sales through social media content, creative marketing campaigns, content creation and audience growth tactics (social, email etc.).
- Has writing skills that set them apart from the rest.
- Has the desire and drive to commit to and make the role their own.
- Has at least 1+ years of product marketing experience in a related creative industry.
- Has degree level education or the equivalent in a marketing related course.
- Has worked on additional qualifications in areas such as photography or design.

To apply, please send your CV and a covering letter including your salary expectations to careers@hawthornhandmade.co.uk. We want to hear:

- Why you would be the ideal candidate for Hawthorn Handmade.
- How your experience and skills meets our requirements.
- Why you want to work with us.
- Please include 3 photo or video examples of your work to support your craft and content creation experience (please aim to keep the whole email below 10mb).
- Please including relevant links to any website, blogs, social media or other content that you have created.

The closing date for the position is the 18th June 2021. Applications that do not meet the above criteria will not be accepted.