

# C A R A M E L

## About the job

### PR AND MARKETING ASSISTANT

#### Our Company

Caramel is an independently owned London based fashion house founded in 1999. We design childrenswear, teens wear, womenswear and home. We operate three flagship stores In London Japan, Paris and three concessions in Harrods, Selfridges and Isetan and partner with approximately 100 select wholesalers internationally.

#### Role Purpose

To support the Brand in successfully co-ordinating the PR activities and to offer support to the wider marketing team.

#### Overall Marketing Responsibilities

- Assist with all marketing and brand activities for each season across, retail, wholesale, and PR.
- Ensure all PR agencies, wholesale accounts, receive the relevant seasonal and campaign assets (stills and copy).
- Confidently carry out all agreed daily activities for the marketing department, as well as demonstrate flexibility to deal with adhoc requests.
- Assist during store events.
- Actively research brand collaborations that help brand awareness.
- Provide regular updates to store staff on all upcoming marketing campaigns and events.
- Stay abreast of industry news, trends and competitor activity but not limited to the fashion industry.

#### PR Responsibilities

- Manage the co-ordination of samples send outs for shoots and gifting.
- Tracking and saving all press coverage from the UK and internationally
- Actively support with organising press days.
- Report on digital PR and print coverage and performance against KPIs.
- Manage all image requests from press and wholesalers within deadlines.
- Compile reports for the department including coverage reports.
- Ensure strict adherence to sample booking process and manage outstanding samples.
- Managing returns to the warehouse and design studios.

- Prepare a weekly PR update
- Preparing PR slide for weekly trade meeting
- Supporting with the organisation of events and press days
- Assist
- Assisting with PR asset creation
- Assisting with keeping PR activity updated in the marketing calendar
- Monitoring industry news and pulling together a daily update of key articles of interest
- Taking and sharing meeting minutes when needed

## **Marketing**

- Supporting with local partnership opportunities
- Supporting with relevant brand shoots
- Pulling together the weekly marketing update
- Creating the marketing slide for weekly trade meeting
- Supporting any relevant marketing/in-store events
- Keeping all seasonal asset folders up-to-date with imagery

## **Admin Duties**

- Maintenance of the marketing cupboard/shelves ensuring they are organized.
- Book all PR couriers.

## **Qualifications**

### **Experience**

- Experience, preferably in the public relations or influencer marketing sectors
- Ability to work under pressure and to deadlines
- Be active on social media and have a keen understanding of the influencer landscape across Tiktok, Youtube and Instagram
- Strong written and communication skills
- Excellent time keeping and organisational skills
- Excellent project management and multi-tasking skills
- Analytical and reporting skills and mindset
- Knowledge and awareness for the industry
- Good knowledge of MS Word, PowerPoint, Excel
- A team player, with an energetic and can-do attitude

## **Benefits**

- Competitive salary
- Staff Discounts
- Pension Scheme
- 28 Days holiday (including usual statutory holidays)

**To apply, please send a CV and covering letter to: [eva@caramel-shop.co.uk](mailto:eva@caramel-shop.co.uk)**