

JOHN JULIAN

JOB DESCRIPTION

Name of Role – Marketing and Social Media Co-Ordinator (Maternity Cover)

Reporting to – Business Manager

Job Type – Part Time

Hours – c. 15 - 20 hours per week

Salary – Competitive

Location – Working from home but must be able to commit to working two days a month at the John Julian workshop based in the village of Burcombe on the outskirts of Salisbury, UK.

For the initial handover period we would potentially require a few more days at the workshop.

John Julian is a pottery workshop and online retailer selling high-end ceramic kitchenware, tableware and serveware all made by hand by skilled makers.

Our ceramics are sold via our website and by hand-picked retailers around the world. Our pieces can also be found in restaurants and hotels. Loved by our customers, every piece we make, whether it is a plate, bowl or pestle and mortar, is shaped from raw clay with care and craftsmanship and are designed to last a lifetime.

ABOUT THE ROLE

This is a fantastic role if you love Social Media, are passionate about brand communication and about growing a small independent creative brand.

Reporting to the Business Manager and Owner, you'll be responsible for planning and executing our Social Media strategy, including managing the calendar, delivering day-today content, developing relationships with influencers, helping to manage our website, and communicating with our customers via regular marketing emails.

The ideal candidate will be a team player with a creative vision who has a passion for communicating with audiences and getting customers excited about our pieces. You will need to be a self-starter who is able to work on your own initiative whilst working collaboratively with the team.

You will be working with a small and friendly team. It is possible to work remotely but you must be able to commit to working two days a month at the John Julian workshop based in the village of Burcombe on the outskirts of Salisbury, UK.

For the initial handover period we would potentially require a few more days at the workshop.

MAIN RESPONSIBILITIES

- Together with our website developer, manage our online shop, actively working to improve customer experience, enhance SEO and increase conversions.
- Ensure that our website is accurate in terms of product descriptions and pricing.
- Create content for our Journal.

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- Create and implement marketing emails and newsletters to keep customers up to date and to drive sales.
- Manage our incredibly popular annual online Seconds Sale.
- Build on our positive relationships with press.
- Create and execute our monthly social content strategy, scheduling posts and stories.
- Communication and customer service support via social media comments and direct messages.
- Create content for our Social Media platforms, photographing the workshop in action, creating videos to share.
- Drive traffic, engagement, conversion and revenue.

ESSENTIAL REQUIREMENTS

- Confidence working with a web platform (we use WordPress/WooCommerce).
- Experience managing social media channels.
- Ability to create and execute an inspiring and engaging social media calendar that communicates the John Julian brand.
- Experience using email marketing system (we use Mailchimp).
- Excellent copywriting skills maintaining consistent brand tone of voice.
- Commercial acumen and an understanding of the drivers affecting a small manufacturing and retail business like John Julian.
- Strong proofreading skills, attention to detail.
- Confident computer skills.
- Self-motivated and resourceful with the ability to take the initiative, learn new skills as needed.
- Strong organisational skills.
- A great eye, with the ability to curate compelling content that brings our pieces to life whilst communicating our brand values. This includes producing content using internal brand photography and creating new content – taking great pictures and creating short videos for social media.

DESIRABLE EXTRAS

- Knowledge of luxury interiors and homeware market.
- Experience creating and managing paid online advertising campaigns.
- Experience using Photoshop.

HOW TO APPLY

Please email marketing@johnjulian.co.uk with two attachments (Word or PDF):

- 1) A covering letter (2 pages max) outlining:
 - How you meet the essential requirements and any desirable extras of the post, with specific examples from your experience
 - Why you would love the job
 - Your salary expectations

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- Any links to examples of relevant work explaining your role in them would be helpful (websites, marketing campaigns, press releases...)

2) Your CV (2 pages max) outlining skills and experience relevant to the post.

Deadline 17th September 2021.