

## Social Media and Content Manager

### THE ROLE

We are seeking a Social Media and Content Manager experienced in delivering engagement across Instagram, Facebook and YouTube. The position reports to the Marketing Manager and is a hands-on, creative and commercial role at the heart of the social conversation in the world of hand knitting. This is a full-time role tied to our HQ in Keswick, Cumbria with some remote working in the UK possible.

The duties of the role include the following key areas:

- Assist the Marketing Manager in creating a sales-driven social media strategy in line with brand guidelines
- Develop and work towards a set KPIs for engagement, sales and social channel growth
- Maintain a detailed content calendar working across functions to keep all informed
- Create innovative campaigns across all channels
- Identify and build relationships with key influencers maintaining a database of influencer content
- Grow online sales through paid social media campaigns
- Monitor and report on social audience reach and campaign effectiveness with the goal of adjusting future campaigns to improve performance
- Update website content related to social campaigns
- Ensure a correct and consistent brand style guide and consumer messaging
- Develop and implement ideas for educational content

### ABOUT YOU

You are a social media and content professional with a passion for building community and sales growth through social media engagement. You have a strong desire to achieve ambitious career goals and progress in your field.

Your key qualifications include:

- Creative writing and editing skills
- Experience building social media audiences, including hands-on development of creative materials and copy
- Strong Photoshop, Illustrator and InDesign skills
- Experience with video and editing tools for YouTube, IGTV and Reels
- Experience with social media analytics and optimisation techniques
- Proficient in executing social media campaigns using Facebook for Business
- Advanced usage of technology including the use of Content Management Systems, Excel, eCommerce platforms and cloud-based collaboration tools
- Strong organisational skills with the ability to manage multiple deadlines working under your own initiative

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- Knowledge of the DIY craft sector and/or a strong desire to learn
- 1 year of experience working in social media including hands-on development of creative materials and copy
- GCSEs in English and Maths

To apply, please send your cover letter and CV to [Jobs@TheFibreCo.com](mailto:Jobs@TheFibreCo.com).