

# THE FIBRE CO.

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EST. 2003

## Digital Marketing Assistant

### THE ROLE

We are seeking an ambitious data driven Digital Marketing Assistant with a good understanding of SEO, PPC, email and paid social marketing. The position reports to the Marketing Manager and is a hands-on, creative, and commercial role in the world of craft. This is a full-time role to be filled by a UK resident. Remote working in the UK is possible with occasional travel to our HQ in Keswick, Cumbria. Salary in the range of £21K to £25K per year commensurate with experience and skills.

The duties of the role include the following key areas:

- Set up and manage paid social media activity on Facebook, Instagram, YouTube, Pinterest and TikTok
- Monitor daily sales and report on key ecommerce metrics including AOV, order frequency and new customer acquisition
- Plan and buy digital media
- Create and optimise Google Ads campaigns
- Track and report on campaign performance
- Proficient in SEO keyword analysis, on-page SEO content creation, keyword tracking & monitoring for continuous SEO improvement
- Interpret multiple data streams to optimise campaigns
- Proactively identify trends to continually improve and refine performance
- Develop an understanding of conversion tracking and implementation
- Maintain a detailed content calendar working across functions to keep all informed
- Add products and other content to the website via the CMS
- Achieve KPIs for community and sales growth as well as engagement
- Produce digital graphics and content using Canva, Adobe Photoshop, Illustrator, InDesign and video editing software
- Stay up to date with the latest industry/platform trends

### ABOUT YOU

Are you passionate about digital marketing and ecommerce? Do you love testing and creating copy that sells? Are you both creative and analytical with an interest in making, craft and fibre arts? Would you like an opportunity to achieve ambitious career goals and progress in your field? If so, then this role is for you!

Your key skills include:

- Proficient in executing paid social campaigns using Facebook for Business
- Experience analysing data using Google Analytics and Search Console
- Understand the power of community-based marketing
- Creative writing, copyediting, and proofreading skills
- Good digital content creation tools such as Canva, Photoshop, Illustrator, and InDesign
- Basic photography skills desirable

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- Experience creating and editing basic video content desirable
- Experience with social media analytics and optimisation techniques
- Advanced usage of technology including the use of Email Marketing Platforms, 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
- Knowledge of the DIY craft sector and/or a strong desire to learn
- 1 year of experience working in digital marketing
- GCSEs in English and Maths

Please send your CV and covering letter referencing your experience level with the duties and key skills listed above to [Jobs@TheFibreCo.com](mailto:Jobs@TheFibreCo.com). Applications will be reviewed, and interviews held as received.