

## **Crafter's Companion, Newton Aycliffe**

### **About Crafter's Companion:**

Crafter's Companion is the UK's leading craft company, based in Newton Aycliffe. Starting life from a university bedroom back in 2005 by Sara Davies, who you likely recognise as one of the current 'Dragons' on the popular BBC TV show 'Dragons' Den', Crafter's Companion has expanded at a phenomenal rate and is now a fast-paced, multi-million pound global business with offices in the UK, Europe and the US.

We design, develop, manufacture and distribute hundreds of craft-related products to enthusiasts across the world, every day. Everything we do is with the aim of making crafting fun and simple. Our products have always been aimed at meeting the needs of the enthusiastic crafter, which has led us to create many inspiring products and become a household name in the craft industry. Our products are primarily sold through retail outlets (including three of our own), via our websites and on TV shopping channels across the world.

### **Our Mission and Values:**

Our mission is to develop quality and innovative products that excite the creative community. We aim to create a one-team culture, maximising profitability as we develop the capabilities of our people. Our goal is to continue driving forward as a multi-craft company, enhancing our customers' journey and brand awareness.

### **Our People:**

Crafter's Companion is a dynamic organisation driving for excellence and delivering the best. With a growth mindset mentality, you will be part of an open and welcoming team that are continually seeking opportunities and ways to enhance, improve and redesign. A diverse group of strong communicators who respect each other as we achieve our shared goals.

### **About the role:**

The primary function of this role is to support the planning and implementation of Crafter's Companion social media activity with effective, engaging communications to our online community. Working from our office in Newton Aycliffe & reporting to the Global Social Media Manager, the role works across channels but is focused on social media, engagement with customers, and team support activities. You will be responsible for day-to-day operations, assist in planning & developing engaging campaigns to further growth across all channels, publish and promote meaningful content, and maintain the content calendar. You will also assist in developing and growing our community engagement online, building relationships with customers and increasing brand awareness across channels. You will work closely with other members of the social media, marketing, and video teams to support and create engaging cross-platform marketing campaigns using text, image and video content. The role also requires ongoing research into new forms of content production and delivery, to keep Crafter's Companion's social media output at the forefront of the craft industry.

**Key Duties:**

- Be based in our office in Newton Aycliffe
- Develop the daily social media communications plan
- Assist in creating social media posts as needed across channels
- Assist in monitoring growth & analytics for social media channels
- Be available for Crafter's TV & Livestream events to respond to issues and questions; execute follow up engagement as needed; be available for the regular rotation of evening and weekend events
- Timely monitoring of social conversations on Instagram, Facebook Pages & Groups and engagement as needed as any or all channels where appropriate
- Draft posts for social media channels as needed
- Assist with engagement on all social media channels as needed
- Alert Global Social Media Manager to any issues that need urgent responses on social media
- Provide related asset support
  - Create and/or edit graphics to support ongoing campaigns as needed
  - Set up and complete any needed photography for social media purposes

**Essential Skills:**

- Excellent verbal and written communication skills
- Strong copywriting and proofreading skills including impeccable attention to detail
- Ability to work in a fast-paced environment while processing information from several sources
- Ability to build strong relationships and communicate at all levels
- Highly computer literate with a strong understanding of Microsoft Excel and Google Sheets (knowledge of the Adobe suite preferred)
- Experience with social media from a B2C perspective
- Good knowledge of social media channels, including legal concerns, best practices, and general usage
- Superb organisational skills
- An interest in the arts and crafts markets
- Ability to work independently as well as in a team
- Ability to regularly work non-traditional hours to support live engagement as needed, including weekends and evenings (may be able to work flexible hours during the work week)