**Job description**

**About Crafter’s Companion:**

Crafter's Companion is the UK's leading craft company. Starting life from a university bedroom back in 2005, Crafter's Companion has expanded at a phenomenal rate and is now an award-winning multi-million pound global business with offices in the UK, Europe and the US.

We design, develop, manufacture and distribute thousands 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 items and become a household name in the craft industry. Our products are sold through live show production channels including our very own Crafter’s TV and affiliates HSN, QVC, and Create and Craft. Crafter’s Companion also exists in the retail arena with Brick-and-Mortar stores as well as featured in partnership stores.

**About this role:**

We’re looking for an ambitious, dynamic, and sales minded Line Producer to join our team. The successful candidate will be motivated for sales generation, acute attention to detail and a focus on delivering quality output in a time-pressured environment. For the right person, this position offers good scope for career development, as well as the chance to work on an exciting range of live video projects. It is not a requirement to have producing experience if you can showcase a strong sales background.

You’ll primarily be producing video streams for our social platforms, and product demonstration videos for www.crafterscompanion.co.uk & www.crafterscompanion.com websites and www.crafterscompanion.eu sites.

You will not be on your own - the CTV team at Crafter’s Companion includes two shifts for the live show and a production manager on call 24/7 if questions arise.

**Duties include:**

· Holiday cover for full time producers

· Produce livestreamed broadcasts

o Develop show formats to maximise sales and engagement

o Collaborate with Talent on editorial and demonstrations for each broadcast

o Agile to make in the moment decisions to maximise sales

· Report Sales, Facebook Live and Youtube viewership

· Analyze data to identify optimum engagement peaks during the shows

· Aide prepping the studio for broadcasts including setting up equipment, dressing sets appropriately and aid in creating packshots for lead items

· Work with the eCommerce team to ascertain product promotions to feature in the Livestream broadcasts, and schedule to drive sales for maximum impact

· Ensure that all communication is engaging, consistent and representative of our brand

**Key skills, qualities and experience required:**

· A background in shopping television would be most advantageous

· Self-starter, pro-active and inquisitive in nature

· Knowledge of formatting product demonstrations for sales generation

· Strong organisational skills

· Solid people skills in order to manage strong personalities and encourage the best sales performance

· Flexible approach to working hours – live waits for no one and so anti-social working hours are likely to feature on a weekly basis (lots of our customers are based in the USA!)

· Working knowledge of social media platforms