

# Plain English

CUPBOARDMAKERS

## JOB DESCRIPTION – MEDIA & CONTENT ASSISTANT

**Reporting to:** Brand & Marketing Director

**Hours:** 09.30 - 17.30 Monday - Friday

**Location:** Plain English Design, 28 Blandford Street, Marylebone, W1B 4BY

Plain English is a company of designers working with interior designers, architects and clients. We have become renowned for our sensibility, quality, and attention to detail in the kitchen and beyond. We are looking for candidates with a design background and a real passion and interest for good design and craftsmanship to join our team.

This role offers a unique and exciting opportunity for an organised, energetic, business-oriented and creative person to join our Global Marketing team at Plain English Design and our sister company British Standard Cupboards. You will be an integral part of our small team – working with internal members of staff and with our partners (PR team, digital manager, graphic designers, photographers).

### What you'll do:

- Develop social media content and participate in the day-to-day management of our social media accounts
- Create stand-out, high-quality, imaginative and on-brand graphic and written content for multiple brand channels.
- Create monthly content calendars, brand campaigns and reactive content, ensuring it meets brand objectives and guidelines.
- Monitor trends in social media tools, applications, channels, design and strategy.
- Monitor effective benchmarks (Best Practices) for measuring the impact of social media campaigns.
- Support and drive various marketing efforts as part of the Global team on initiatives in the UK & USA
- Assist on photo shoots and on press & trade events (as and when needed)
- Organise and manage the photo library
- Provide support at marketing meetings and on calls, take notes for further consideration and ideation
- Work with team to progress projects from conception through to completion, including collateral development (brochures, leaflets)
- Manage website development, including CMS changes, ensuring our sites are up to date and relevant
- Press liaison, and fulfilment of press office function - responding to image and credit requests when needed
- Manage admin tasks that promote the activities/success of the business with a “can do” positive attitude
- Own and drive the growth of our email databases for both brands, and monthly newsletters

**Key attributes:**

We are looking for someone who has:

- A genuine passion, understanding and appreciation for design and the Plain English and British Standard Cupboards ethos
- Strong graphic design / photo editing skills, and can turn a simple picture into an imaginative, eye-catching piece of content.
- Excellent communication and interpersonal skills. A high attention to detail when writing, intuitive, and hard working.
- Experience managing and creating content for social media and digital brand channels and driving content strategy (at least 2-3 years).
- Experience with social and digital media, with an understanding of the different audiences to create content that will facilitate account growth and engagement on different platforms.
- Proven ability to design brand content (Adobe programmes)
- Familiarity with social analytics and media terminology
- Can do attitude and keen to learn new things
- A good understanding of the process for producing print collateral
- An awareness of key UK & US press targets for both our brands
- An awareness of brand relevant popular culture that relates back to our audiences.
- A warm nature and enjoys working with others - is motivated to share tasks, but also likes to press on and is able to regularly report in on their progress.

**Skills:**

Ability to use and fluency in:

- All Microsoft Office applications
- All Google Suite platforms
- DropBox
- Klaviyo
- Social Media – Instagram, Pinterest, Facebook, (YouTube, LinkedIn, TikTok)
- Familiarity with Adobe Suite – InDesign/Photoshop, nice to have, but not necessary
- Ability to grasp new digital platforms including Website CMS
- Understanding of Facebook Ads Manager is a bonus.

With your CV and cover letter please send us an example 3 day plan of content for Plain English and for British Standard Cupboards with one Instagram story idea for each brand. You can use images we have already shared and we are interested in hearing your ideas for content and captions.

Please send your CV and a cover letter outlining your suitability for this role to Sue at [sue@plainenglishdesign.co.uk](mailto:sue@plainenglishdesign.co.uk).

Applications will be reviewed w/c 9th January 2022 and we look forward to hearing from you.