

START TO STITCH

Marketing & Audience Relationship Officer (MARO)

Internship - PAID

Job Overview

Start to Stitch is an online sewing school providing excellent online courses to students all over the world. Students who learn with us learn not only basic and more advanced sewing skills but enjoy the mental health benefits of sewing together in a community, alongside other course participants, and within my wider community Kernow Sewcial - an active and buzzy Facebook group of 1400 members (and growing)

Providing good quality, excellent value advice while empowering our customers to liberate themselves from ready to wear clothing and the poor body image that can come from changing room experiences while buying it, is the foundation of the business. As MARO you will help us to communicate this message, creating and nurturing our audience alongside the business owner, Annie Lucas, with creation of effective blog content, tutorials and marketing material - working together on output that dovetails strategically with the annual course programming, and other key events throughout the year.

In addition you will cover admin duties relating to the course enrolment and communication with students. The MARO will report directly to Annie Lucas, business owner and Creative Director



Responsibilities and Duties

- Creation of content for blog and social media in response to the marketing plan.
- Identifying opportunities for new course creation among current and prospective audiences
- Assisting with day to day management of enquiries via social media and email
- Contribution to development of tutorials and blog posts which can be utilised as SEO opportunities and lead magnets to grow email marketing list
- Admin and engagement on Facebook community group - Kernow Sewcial
- Admin and additional support for students on courses and programmes
- Contribution to development of email marketing strategy including content creations for community emails.
- Becoming proficient in the use of Kajabi to help integrate and update courses and programmes with funnels and email marketing processes.
- Assorted other light studio duties as and when required.

Qualifications and Person Spec

- Educated to at least A-level with demonstrable experience in the use of social media marketing. Although 'on the ground' social media marketing experience isn't necessarily required as this is an internship post (which could lead to long term employment for the right person) you will be able to demonstrate effective use of social media tools personally or professionally. An understanding of how these impact audience growth and through that, sales, is also desirable.
- Creative, dynamic, and a self starter with a warm and engaging personality. All of our customer interactions are positive, friendly, and we err on 'kind and friendly' rather than 'formal and business-like' - though remaining professional is an almost priority.



- You will have excellent communication skills and not be afraid to ask questions if something isn't clear - we are all about collaboration.
- Have a good sense of brand and aesthetic and how to apply that to graphics - experience in the creation of graphics would be useful, understanding of the use of Canva, even better!
- Working knowledge of sewing (but not necessarily a total expert) and a good understanding of the home sewing market, with a belief in the power of sewing to have positive impact on sewists of all ages and all genders with regard to their body image and sense of overall well being.
- Importantly you must see the potential of something as simple as sewing to change hearts and minds and really make a difference to our customers and their confidence and well-being.

Location & working hours

We anticipate that the successful candidate would work part time in our studio on fixed (but flexible according to Annie's own studio presence) days, and in combination with home working. As such the ideal candidate would be Cornwall based (our studio is in Mount Hawke)

We anticipate using a tool like Slack to stay in contact and to manage workflow throughout the day if working remotely.

Happiness in ones working environment is a strong value to us as we grow the business and supporting, championing and being visible about mental health is part of our wider vision and mission.

We will support the MARO to craft a role that works for them, their lifestyle and needs, while ensuring that they also meet our own outcomes and objectives. Clear communication will allow us to fulfil our objectives while maintaining some flexibility in working arrangements as long as those outcomes are met.



Duration

Initially max 21 hours per week, for 6 months, paid at National Living Wage (currently £8.91 but rising in April 2022) Feb - July 2022 with possibility of extension. You must be registered as Self Employed, and will be responsible for your own tax and NI contributions.

Application

Applications will be accepted in the form of your CV and a covering letter detailing how you best fit the person spec and demonstrating how your experience/ambition meets the brief. Examples of graphics you have created (if applicable) will be welcomed. These should be returned to Annie Lucas starttostitch@gmail.com. Closing date 27 Jan 2022

Interviews 31 Jan / 2 Feb (can be day time or evening, in person or on-line depending on candidates availability - if you have a preference please state this in your application)

For more info and please visit <https://www.starttostitch.com/blog/come-and-work-with-us>

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