

Job Advert – Digital Content Executive

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, 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. We primarily sell our products through retail outlets (including three of our own), via our website and on TV shopping channels across the world.

Your role:

As our Digital Content Executive you will be responsible for creating all of product descriptions on our website and ensuring that they are engaging and educational. This will make up around 70% of your weekly hours, so you will need to be a process driven individual who thrives in a high-pressured and deadline focused environment. There will also be some opportunities to develop a variety of on-brand pieces, from website copy and how-to guides to email copy and social media posts. You will work closely with our product development; trading and email marketing executives, to create joined up and informative product/campaign copy.

We are looking for someone who is:

- Creative, with a passion for writing, and at least one year experience in a similar position
- An innovative content creator, someone who can create and curate web content, while being conscious of the tone of voice, brand, style and customer demographic
- An experienced copywriter, ideally with experience of web content creation
- Prepared to interrogate the subject of the copy you are preparing to create, as well as being able to quickly understand the use of craft products and the passion our customers feel for them
- Be able to create engaging copy for promotional assets such as web banners, posters and newsletters
- Able to display an outstanding grasp of the English language, with a perfect standard of written English
- An excellent proof-reader
- Experienced in working in a fast-paced environment and capable of working to deadlines
- Ability to build strong relationships and communicate at all levels
- Superb organisational skills with the ability to work across multiple projects simultaneously
- Ability to work independently as well as in a team

Advantageous Skills:

- Experience optimising content for search engine and social media
- Working knowledge of the Magento platform
- Basic graphic design
- Experience writing in an in-house marketing department

What we're offering:

- Full-time, permanent contract (after probationary period)

- Generous 40% staff discount
- 22 days holidays (excluding 8 bank holidays)
- Perkbox rewards
- Company pension scheme
- Opt-in private healthcare scheme
- Opportunities for professional development and career progression
- Wellness Wednesdays with extended lunch breaks
- Early finishes every Friday during summer
- Opportunities to get involved in our CSR events