

## **Social Media, Content Creator & Press Liaison**

### **Chelsea Textiles**

Chelsea Textiles is internationally recognised for its exquisite hand embroidery, bespoke textiles, and hand-painted furniture inspired by the elegance of 18th-century design. We are seeking a creative, visually driven, and highly organised Social Media, Content Creator & Press Liaison to join our team and help share our story with a global audience.

This is a unique opportunity to work with a respected luxury interiors brand, creating engaging content that celebrates craftsmanship, design, and the beauty of handmade products.

### **The Role**

You will be responsible for bringing the Chelsea Textiles brand to life across our digital channels, creating compelling content that inspires customers, interior designers, decorators, and design enthusiasts worldwide.

### **Key Responsibilities**

- Develop, create, and schedule engaging content across social media platforms, with a primary focus on Instagram, Facebook, and TikTok, and secondary responsibility for Pinterest and LinkedIn.
- Photograph and film products, showroom displays, installations, events, and behind-the-scenes moments.
- Edit and produce high-quality short-form video content, including Reels, Stories, and TikTok videos.
- Write thoughtful and engaging captions that reflect the Chelsea Textiles brand voice and aesthetic.
- Support product launches, seasonal campaigns, events, and email newsletters.
- Stay abreast of social media trends and identify opportunities that are relevant and authentic to the brand.
- Monitor press coverage, social media mentions, and reposts, ensuring noteworthy features and editorial placements are shared and amplified.
- Assist in the coordination of photoshoots and content creation projects.
- Engage with our online community, responding to comments and messages where appropriate.
- Analyse content performance and provide regular reporting on engagement, growth, and audience development.
- Collaborate closely with sales, marketing, and creative teams to ensure all content supports broader business objectives.

### **Skills & Experience**

- Experience managing social media channels for a luxury, interiors, lifestyle, design, or visually led brand.
- Strong photography and videography skills with an excellent visual eye.
- Proficiency with Canva, CapCut, Adobe Creative Suite, or similar creative tools.
- Exceptional copywriting skills and an understanding of brand tone of voice.
- Experience planning and managing content calendars.
- Knowledge of social media analytics, platform algorithms, and audience growth strategies.
- Understanding of how digital content supports website traffic, customer engagement, and sales.
- A genuine passion for interiors, textiles, craftsmanship, decorative arts, and design.

### **What We Offer**

- The opportunity to work with an established and highly respected luxury interiors brand.
- A creative and inspiring working environment surrounded by exceptional craftsmanship and design.
- Direct involvement in shaping the visual storytelling and digital presence of an internationally recognised company.
- The chance to attend industry events, launches, photoshoots, and design-related activities.
- A role with significant creative input and the opportunity to make a visible impact on the growth of the brand.

If you are passionate about design, craftsmanship, and storytelling, and would like to help share the world of Chelsea Textiles with an international audience, we would love to hear from you.

Please contact:

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or

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